

Code of Ethics



Our company maintains and repairs automatic entrance systems of all brands and types. We want to be the **market leader** in our market.

The wishes of **customers** should be at the centre of our service development and standards.

We are open to new methods and **new ideas**. We strive to produce **creative** solutions, as only the continuous renewal of our services and technologies will guarantee the **future** success of SM Automatic Doors.

We support **market economy** and profit-oriented principles.

These goals can be achieved if our employees at all levels are **highly qualified and motivated**.

The prerequisite for this is that technical and personal **education and training** is permanently promoted.

The **positive example** of our managers is the basis of a good working environment and for the professional and personal development of our employees.

We are convinced that thorough and **fair business** management in all respects, and positive thinking, have to be the chief principles of all our dealings.


Jeremy Michaelson

Director

Values & Principles

Market Leadership	<p>Uphold the reputation and trustworthiness of the SM Automatic Doors brand</p> <ul style="list-style-type: none"> • advocate and support the extension of ethical practice within the company, and across the industry • engage responsibly in debate and deliberation • compete on the basis of performance & fact, without denigrating competitors • actively assist to improve products and services continually
	<p>Leading through multiple means</p> <ul style="list-style-type: none"> • understand all of SM Automatic Doors' services, & actively maintain or attain market leadership in all • monitor competitors and act to match better their performance
	<p>Unsettle complacency</p> <ul style="list-style-type: none"> • be aware that being market leader can enable complacency, and actively unsettle it with awareness of competitors and trends in technology
Customer Focus	<p>Deliver results that maximise customer benefit</p> <ul style="list-style-type: none"> • try to genuinely understand each customer's needs and constraints • develop solutions that maximise customer benefit
	<p>Identify unmet need</p> <ul style="list-style-type: none"> • listen to customers for clues to our next innovation or improvement • observe customer problems and solutions that have potential for incorporation into our products and services
Innovation	<p>Experiment frugally</p> <ul style="list-style-type: none"> • test new ideas initially in a cost-effective manner • ideas that have merit can be funded in stages as concepts prove to have merit • hand over to people with expertise to carry the idea to market
	<p>Innovation has many seeds</p> <ul style="list-style-type: none"> • listen well to facility managers, owners, principal contractors, designers, installers, fabricators, component manufacturers • use our products, and competitor's products, and be honest about your impressions and perceptions
Sustainability & Prosperity	<p>Engage responsibly with the community and other stakeholders</p> <ul style="list-style-type: none"> • be sensitive to public concerns • promote the involvement of all stakeholders and the community in decisions and processes that may impact upon them and the environment
	<p>Conduct activity to foster the health, safety and wellbeing of the community and the environment</p> <ul style="list-style-type: none"> • incorporate social, cultural, health, safety, environmental and economic considerations into our tasks
	<p>Balance the needs of the present with the needs of future generations</p> <ul style="list-style-type: none"> • in identifying sustainable outcomes consider all options in terms of their economic, environmental and social consequences • aim to deliver outcomes that do not compromise the ability of future life to enjoy the same or better environment, health, wellbeing and safety as currently enjoyed

Shareholders & Stakeholders	<p>There is always room for growth</p> <ul style="list-style-type: none"> it's a big world, and there will always be buildings in need of automatic doors technological change is accelerating. New materials & components are constantly emerging to either improve products or radically change them growth can be measured in many ways. Profit and appropriate return on investment are essential, but other types of growth can enhance them
	<p>Customers are investors too</p> <ul style="list-style-type: none"> our customers are investing in our company when they choose our service. They expect returns on that investment over time
Competence	<p>Maintain and develop knowledge and skills</p> <ul style="list-style-type: none"> continue to develop relevant knowledge and expertise act in a careful and diligent manner support the ongoing development of others
	<p>Represent areas of competence objectively</p> <ul style="list-style-type: none"> operate within areas of competence when necessary: expand knowledge & experience, and seek specialist advice & assistance
	<p>Act on the basis of adequate knowledge</p> <ul style="list-style-type: none"> act in accordance with legal & statutory requirements, & the commonly accepted standards of the day inform employers or clients if a task requires qualifications & experience outside of your competence
Individual Leadership	<p>Act on the basis of a well-informed conscience</p> <ul style="list-style-type: none"> be discerning and do what you think is right act impartially and objectively act appropriately, and in a professional manner, when you perceive something to be wrong give due weight to all legal, contractual and employment obligations
	<p>Be honest and trustworthy</p> <ul style="list-style-type: none"> accept, as well as give, honest and fair criticism be prepared to explain your work and reasoning give proper credit to those to whom proper credit is due ensure that those conflicts of interest are disclosed to relevant parties respect confidentiality obligations, express or implied do not engage in fraudulent, corrupt, or criminal conduct admit your mistakes, and do the right thing to make corrections
	<p>Respect the dignity of all persons</p> <ul style="list-style-type: none"> treat others with courtesy and without discrimination or harassment apply knowledge and skills without bias in respect of race, religion, gender, age, sexual orientation, marital or family status, national origin, or mental or physical handicaps
	<p>Fulfil your commitments</p> <ul style="list-style-type: none"> make achievable commitments and try your best to fulfil them on time inform people about delays
Fairness	<p>Support and encourage diversity</p> <ul style="list-style-type: none"> select, and provide opportunities for, all employees on the basis of merit promote and capitalize on diversity in the organisation
	<p>Communicate honestly and effectively</p> <ul style="list-style-type: none"> consider the reliance that others have on our expertise provide clear and timely communications on issues such as design, installation, costs, maintenance, product performance and risks
	<p>Compete fairly</p> <ul style="list-style-type: none"> Compete on measures of performance, quality, price, and customer service Don't use unfair practices, even if they are lawful

<p>Accountability. I commit personally to this code of ethics and its values and principles, both expressed and implied. I expect our employees and agents to make the same commitment, so that SM Automatic Doors can achieve its stated mission.</p>	<p>Signed:</p> <p>Jeremy Michaelson Director SM Automatic Doors</p>  <p>Dated: <u>14th April 2021</u> Next Review: <u>on or before 14th April 2022</u></p>
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