

A man and a child are flying a colorful kite in a field. The kite is rainbow-colored and has long, thin tails. The man is wearing a white shirt and blue shorts, and the child is wearing a green shirt and yellow pants. They are both looking up at the kite. The background is a clear blue sky with some light clouds. The text "Our business principles" is written in large white letters across the middle of the image.

# Our business principles

Our first priority is to be a successful and trustworthy company

And that means doing things simply with emphasis on meaningful decisions, fair stance and responsible attitude of each of us.

To succeed in our main goal, we accept these standards of behaviour valid for all of us in O<sub>2</sub>. More tailored guidance to explain different areas will follow this document as appropriate.

This document sets these principles as a practical value for our day to day business and we all are obliged to comply with them, being personally responsible for the performance and reputation of our company.

Board of Directors,  
O2 Czech Republic a.s.



# We and our **CUSTOMERS**

1.1. We offer our customers high-quality products and services which are safe, innovative and reasonably priced.

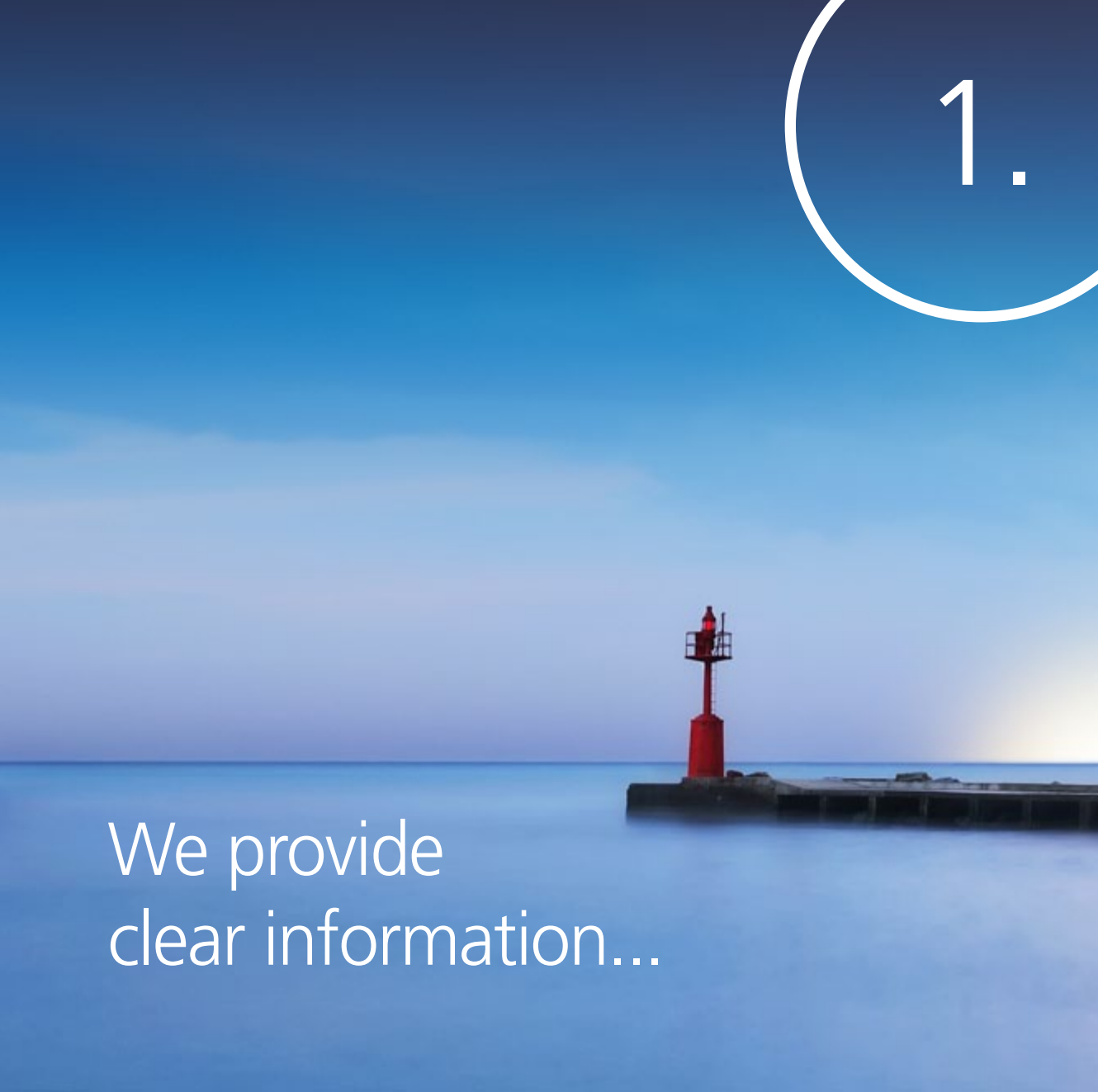
1.2. We are fair to our customers, providing them with truthful, clear and practical information when marketing our products, which comply with all the required and advertised specifications.

1.3. We open communication channels to solve customers' needs.

1.4. We provide customers with appropriate information about how we use and store their personal data, access to their data, and way of correction.

1.5. We store personal data with appropriate security measures, acting fast and responsibly if there is a security threat.

1.

A photograph of a red lighthouse on a pier in the ocean at sunset. The sky is a gradient of blue and purple, and the water is calm. The lighthouse is a red cylindrical tower with a black top section and a small structure on top. The pier is a dark, low-lying structure extending into the water.

We provide  
clear information...

## We and our **BUSINESS**

2.1. We compete fairly in our market and we believe that consumers and society in general benefit from free, open competition.

2.2. We provide shareholders with all the relevant information for investment decisions, promptly and without discrimination.

2.3. We ensure that appropriate controls are in place to assess and manage the risk to our business, our people, and our reputation.

2.4. We prepare our business, financial, and accounting records accurately and reliably.

2.5. We do not offer or accept gifts, hospitality, or other types of incentives which may reward or influence a business decision, neither misusing our position or contacts to seek benefits for ourselves or third parties.

2.

We compete  
fairly...



## We and our **EMPLOYEES**

3.1. We recruit, employ, and promote employees on the sole basis of their qualifications, abilities, experience, and work performance.

3.2. We commit ourselves to promoting equal opportunities in a working environment where there is mutual trust and respect.

3.3. We are committed to safe and healthy working conditions for all employees.

3.4. We respect our people's right to belong to the trade union of their choice and we do not tolerate any type of retaliation or hostile action towards those people who participate in union activities.

3.5. We keep our people informed on how we evaluate their contribution at work, expecting them to actively take part in the evaluation process so they can keep improving their performance.

3.

We trust  
and respect...



## We and our **COMMUNITIES**

4.1. We contribute to the technological, economic, and social development, investing in telecommunications infrastructure, creating jobs and developing products and services that improve the quality of life.

4.2. We are committed to sustainable development, protecting the environment, and reducing negative impacts we might have on our surroundings.

4.3. We participate proactively and responsibly in discussions with governments and other organisations about the development of proposed legislation and other regulations which may affect legitimate business interests.

4.4. We neither support political parties nor contribute to the funds of groups whose activities are calculated to promote party interests.

4.5. We respect the Ten Principles of the United Nations Global Compact in the areas of human rights, labour, environment, and anti-corruption.

4.



We are  
committed  
to sustainable  
development...

## We and our **SUPPLIERS**

5.1. We seek for services and products at the best possible terms for our company.

5.2. We base our relationships with suppliers and other partners on transparency in negotiations, objectivity in business decision making, and equal opportunities.

5.3. We fulfil our commitments agreed with suppliers.

5.4. We require our suppliers to comply with the laws and regulations affecting the business.

5.5. We encourage our suppliers to apply principles similar to ours.

We fulfil our  
commitments...

5.



# How do **WE ENSURE** these Business Principles?

- These principles shall bind all employees as part of employment contracts and internal regulations.
- The O<sub>2</sub> Board ensures the application of these principles across the company, and reviews the compliance each year.
- Managers are responsible for setting detailed rules in accordance with these principles. Likewise, they are responsible for their implementation when managing their subordinates, including examples of how to use them in their daily work.
- We have a confidential help channel on our intranet for our employees to ask, get advice, or raise issues about complying with the business principles.
- In case any employee has a suspicion that these principles were breached, there are established confidential help instruments to report such a suspicion to person in charge (Compliance Officer). Each report will be confidentially handled and no employee will suffer as a consequence of doing so.
- O<sub>2</sub> makes this document publicly available and accessible for all employees, who are regularly trained to understand, assume, and apply these principles.

