

## THE MIDO CODE OF ETHICS

### INTRODUCTION

MIDO s.r.l., hereinafter referred to as MIDO, wishes to ensure and strengthen a relationship of trust with all those (persons, companies, groups, institutions) it works with.

The Code of Ethics defines the principles that MIDO considers to be important in the management of its business and includes the mission, vision and values of the company.

With this Code of Ethics, MIDO intends to share with its stakeholders the values on which its work is based, making the company's goals even more transparent.

This Code of Ethics is addressed to employees, customers, suppliers and other stakeholders.

### OUR MISSION

To provide services and commercial activities on behalf of the National Association of Optical Item Manufacturers, including that of organising MIDO, the most important trade show in the world for this industry, which is a point of reference for the world of eyewear, with a focus even on fashion and design.

To promote training and information events, seminars and conferences for visitors and exhibitors constantly throughout the year.

To collaborate with institutions, the government and ICE (Italian Trade & Investment Agency) in internationalisation projects and projects to promote Made in Italy products.

To contribute to organising DaTE, the event dedicated to the most innovative, trendiest and designer glasses.

### OUR VISION

To strengthen the importance of MIDO as an event that looks beyond the dimension of the eyewear market and has an impact on the history of customs.

To promote through all its actions a renewed culture of eyewear.

In this context, MIDO's commitment is to contribute to disseminating a culture of sustainability among industry operators, emphasizing the need to associate business and attention to the environment and the community.

### OUR VALUES

#### Reliability

We believe in the importance of doing what we do in a serious manner: an approach that is a fundamental prerequisite of our work, helping us to build value over time.

#### Fairness

Our conduct is based on fairness and respect for all our stakeholders: a commitment that allows us to obtain and maintain their trust.

#### Sharing

We believe in collaboration and exchanging ideas: that is why we try to share our choices with our partners.

#### Professionalism

We consider that it is essential to ensure a high level of professionalism in all the choices we make: that is why we believe that it is important to measure ourselves with companies that work in different countries

#### Sustainability

We believe that sustainability is a commitment to ensure economic development: that is why we believe that every business should consider environmental and social values to be important.