



CODE OF CONDUCT

*Our DEEPLY INSPIRED philosophy is defined as
“seeking a deeper meaning in our métier and a more profound
understanding and connection with our consumer,
with one another and with the world”.*

*Our goal with the Code of Conduct is to establish a stronger
connection with our employees, motivating a deeper commitment
and engagement in how we support the business
in continuing to prosper.*

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1 DOING THE RIGHT THING

We want to do the right thing.

What is a Code of Conduct?

Gübelin's Code of Conduct sets out who we are, what we stand for, and the Ethical Principles by which we hold ourselves accountable.

Ethical Principles are simply defined as a concept of right and wrong.

Our Code gives us one point of reference for our vision, our values, our philosophy and how we define ethical conduct and business practices.

We are committed to maintaining a 'Speak Up' culture by promoting an open and trusting dialogue with employees at all levels.

All employees are encouraged to express their views, defend their opinions and point out unacceptable behavior, especially behavior that violates this Code of Conduct.

2 OUR VALUES & OUR DEEPLY INSPIRED PHILOSOPHY IN THE CODE

We strive to be deeply inspired in everything we do.

Our Values

Since Gübelin's founding in 1854, we have placed a strong emphasis on three core values essential to our success: authenticity, expertise and inspiration.

Authenticity

Authenticity in our Code of Conduct refers to transparency in our business practices; it means acting with honesty and integrity and building trust for our employees, our partners and our consumers.

We are dedicated to creating transparent processes, procedures and support mechanisms to fulfill our commitment.

As a Management Team, we believe that transparency is the language of leadership and aim to reflect it in our daily business: an environment where collaboration and fairness are the norm.

Our intentions for Gübelin are that each and every employee finds a space where each other's uniqueness is honored, respected and admired; a place where everyone has a voice, stimulating business and professional growth, opportunity and happiness.

Expertise

Expertise in our Code of Conduct refers to the depth of knowledge in our métier and empowerment through education.

Expertise means we delve into all aspects of our métier in order to deliver the very best results, making the most qualified recommendations and decisions for the business.

Expertise also embodies our family's long-standing commitment to education. We support and encourage the desire for self-development of our employees.

We know that education is one of the keys to empowering people; empowerment yields a deeper commitment and passion for our organization.

We want to empower our employees to share their knowledge with the industry and consumers through our boutiques and our Academy, nurturing the next generation of experts.

Inspiration

Inspiration in our Code of Conduct is the connection of our vision, our mission and core values.

The connection of these three elements defines why we exist, where we are going and how we will get there. At Gübelin, we know connection is a source of inspiration.

We challenge ourselves to find innovative and creative means to strengthen connection with our consumer, one another, our brand and the world, inspiring and cultivating a community of gem enthusiasts, enhancing society and the environment.

Gübelin customers can rely on the highest level of expertise, authenticity and transparency. For them we create unique jewellery, offer exclusive timepieces and innovative services. We share our passion and knowledge with our deeply inspired products.

Vision

The Swiss, independent, family owned and -run House of Gübelin is recognized and admired internationally for its passion and expertise for gemstones, jewellery and timepieces, manifested in our creations and craftsmanship, science and education, retail and trade.

The House of Gübelin is synonymous with artisanship and invention, imagination and trust, connection and wisdom.

Our growth is grounded in our values guiding and deeply inspiring our actions, working towards our legacy.



3 VALUING INFORMATION

We protect our assets.

Handling Information

We respect and maintain the confidentiality of The House Of Gübelin's company information and of any other third party acquired in the course of our duties except when expressly authorized by Company policy or legally obligated to disclose.

If non-public information is shared with third parties, we ensure that the third party takes appropriate measures to protect such information.

4 VALUING FINANCIAL INTEGRITY

We always promote honest and ethical conduct.

Conflict of Interest

We must always promote honest and ethical conduct, including addressing or disclosing actual or apparent conflicts of interest in personal and professional relationships in accordance with applicable ethical standards and laws.

5 VALUING PERSONAL INTEGRITY

We do not engage in business that could compromise Gübelin's integrity.

We conduct business in accordance with International Regulations and Swiss Law.

6 VALUING PEOPLE

We strive to create an environment where Gübelin employees feel good about where they work, find safety and respect among their co-workers and have the freedom to be who they are.

We do not practice or condone any form of discrimination in the workplace in terms of hiring, continued employment, remuneration, overtime, access to training, professional development, promotion, termination or retirement.

DIVERSITY & INCLUSION

We support a diverse, collaborative and inclusive work environment.

We know that diversity fosters creativity and innovation ultimately driving business success. Diversity means understanding one another and valuing differences.

Inclusion engages each individual, stimulating success in our Company.



Authenticity in D & I

We value each employee.

Diversity and Inclusion strengthens our mission to remain authentic: A Swiss, independent, luxury, family-owned Company.

To develop and retain authentic and inclusive leaders who inspire others, we are committed to acting in accordance with our Code of Conduct.

Expertise in D & I

We believe that attracting, developing and retaining employees, who shall reflect the diversity of our current and future consumers; it will also ensure the passion for gemstones, the expertise and pioneering spirit in our métier endure for generations to come.

Inspiration in D & I

We are deeply inspired by our employee's commitment, knowledge and drive.

We are dedicated to creating a diverse and inclusive work environment yielding: new ideas, more innovation, creativity and inspiration.

We are convinced that to drive change and make real diversity and inclusion progress, it is imperative to have leadership and accountability.

7 VALUING THE ENVIRONMENT

We strive to minimize the environmental impact of our activities.

Environmental Sustainability

We provide employees with training and information on environmental risks and the management of hazardous substances, waste, emissions and natural resources.

Waste & Emissions

We handle all waste and emissions responsibly.

We strive to apply principles of reduction, reuse, recycling and recovery to minimize environmental impacts.

We dispose of waste and emissions in accordance with the legal requirements.

Natural Resources

We monitor energy and water use in our business as far as our technical equipment allows to do so.

We will work towards using renewable energy in alignment with national frameworks, targets and/or legislation.



8 VALUING PARTNERSHIPS

We encourage our business partners to adhere to our Code of Conduct.

We expect our business partners and suppliers to comply with applicable laws, regulations, industry codes and contractual terms, as well as with generally accepted sustainability standards.



Genfer  Uhren

E. Gübelin-Breitschmid
 Englischer Hof ▾ LUZERN ▾ Schweizerhofquai 1
 Alleinvertreter von Patek, Philippe & Cie., Genf.
 Gediegene Auswahl in einfachen u. komplizierten Stücken.
 ——— Reparaturen prompt und billig. ———

GÜBELIN JEWELLERY is member of the Responsible Jewellery Council (RJC) and adheres to the Due Diligence and Know Your Counterparty (KYC) procedures and methods that correspond to the “Due Diligence Guidance of Responsible Supply Chains in Conflict Affected and High-Risk Areas” (CAHRAs) and the “Guidance Supplement on Gold” of the OECD.

As part of our sourcing procedure, GÜBELIN JEWELLERY conducts thorough Due Diligence for all prospective, current and long-term suppliers.

Our goal is to encourage and promote transparency and responsible business practices throughout GÜBELIN JEWELLERY’s value chain and the entire Jewellery Industry.

The processing of raw materials, in particular conflict diamonds, which are subject to embargoes or import restrictions, is not permitted.

We neither knowingly buy or sell conflict diamonds nor help others to do so.

As we are involved in buying and selling diamonds, polished or set in Jewellery, we will adopt the World Diamond Council System of Warranties (SoW).

We support certification along the criteria of the Kimberley Process for the Prohibition of Conflict Diamonds, Product Safety and Product Integrity.

9 VALUING EDUCATION

We offer training to all employees to achieve best practice and adhere to our Code of Conduct.

We offer training to employees in Financial Integrity, Emergency Procedures, Health & Safety at work, Diversity & Inclusion, Grievance procedures.

We offer Career & Leadership Coaching.

We support any employee's desire to develop themselves through further education.

At Gübelin, we know that Coaching, Training, and Education build confidence and trust in, and commitment to, the integrity of the Company.

