



SUPPLIER CODE OF CONDUCT

MARCH 2026

PURPOSE AND GENERAL REMARKS

Rituals abides by moral and ethical values in the management of the company. We expect our third-party Suppliers to respect and adhere to the same philosophy in the management of their own companies.

We only work with Suppliers that agree to comply with the requirements of this code of conduct which includes but is not limited to the principles of internationally recognized human rights standards:

- The universal declaration of Human Rights (adopted by the UN)
- The conventions of the International Labour Organisation (ILO)
- OECD guidelines for Multinational Enterprises
- The UN Guiding Principles on Business and Human Rights

We require strict compliance with the standards outlined in this code of conduct on the part of all our Suppliers, their factories, subcontractors, as well as their own Suppliers.

We are committed to working collaboratively to prevent, mitigate, and remediate adverse human rights impacts, recognizing that responsible engagement better protects affected rights-holders than immediate disengagement. In that light, ending a business relationship with a Supplier will be a last resort, taken only after we have made every reasonable effort to support compliance with internationally recognized human rights standards.

Notwithstanding the above, any material breach of this Code shall be considered a material breach of the Master Agreement and entitles Rituals to trigger a business review and in its sole discretion terminate the business relationship immediately and without penalty.

Where the Supplier's code of conduct is in contradiction with the applicable law, the applicable law shall apply.

In sharing any personal data (e.g. regarding wages), Supplier shall ensure compliance with applicable Data

Privacy regulations (such as GDPR) and anonymize data where necessary.

With regards to Environmental, Social and Governance (ESG) criteria, Supplier shall strive to align with recognized industry best practices and, where feasible, implement standards that go beyond minimum legal requirements. Please note that where national and other applicable laws and the Supplier's code of conduct address the same issue, the provision that is the highest workplace standard will apply.

HUMAN RIGHTS & LABOR RIGHTS

Equality and non-discrimination

Our Suppliers shall treat all employees equally and fairly. Our Suppliers may not practice any form of discrimination based on gender, race, color, religion, age, disability, sexual orientation, gender identity or expression, national or ethnic origin, political opinions, social or marital status, family medical history, or any other status protected by applicable laws.

Health and safety

We care about the health and wellbeing of everybody who interacts with our company, our supply chain and our products. Suppliers shall provide a safe and healthy environment to avoid accidents or injuries which may be caused by, associated with, or result from the work or from handling the equipment. They shall set up systems to detect, avoid or neutralize any threat to their employees' health and safety, do their best to safeguard the wellbeing of the communities they operate in, and comply with local and international regulations and laws currently in effect.

Freedom of association and collective bargaining

Our Suppliers must respect and recognize the right of each employee to negotiate collectively, to create or join a union organization of their choice and without penalty, discrimination, or harassment.



Fair and just working conditions

We are committed to providing fair and just working conditions. Our Suppliers shall offer fair wages, reasonable working hours, access to necessary resources and support, and to uphold their employees' right to an adequate standard of living.

In relation to working hours and overtime, our Suppliers shall comply with the limits set by the laws of the country of manufacture. Our Suppliers may not impose excessive overtime, with excessive being in accordance with the local standard.

Wages

As a minimum, our Suppliers shall pay regular wages and pay overtime at the legal rate imposed by the country of original manufacture and provide their workers with the benefits the law currently requires. If there is no legal minimum wage or overtime pay in the country of origin, the Supplier shall ensure that the wages are at least equal to the average minimum in the industrial sector in question and that overtime pay is at least the same as the usual rate of pay. Deductions from wages are not to be made for disciplinary purposes.

To support fair and equitable working conditions, Suppliers must participate in living wage gap assessments upon request. Suppliers must also conduct living wage gap assessments within their own high-risk supply chains when requested, and work towards closing identified gaps in a responsible and time-bound manner. This includes collaborating transparently with Rituals on data, methodologies, and progress, ensuring that workers throughout the supply chain are treated with dignity and fairness.

Responsible recruitment practices

When engaging recruitment agencies or labor intermediaries, Suppliers must ensure that all recruitment activities uphold ethical standards and protect the rights, safety and dignity of all workers.

Suppliers are responsible for ensuring that all recruitment agencies they engage are transparent, properly licensed or certified, and operate in line with ethical recruitment standards.

Recruitment must be conducted in line with the "Employer pays principle"; no worker shall bear any recruitment-related costs, including agency fees, placement fees, document processing, medical checks, or travel associated with securing employment.

Child labor

We prohibit child labor in all aspects of our operations and value chain. For the purposes of employment, we define a "child" as anyone under the age of 15. However, if national or local law sets a higher mandatory school leaving age or minimum working age, the higher age will apply. We adhere to these legal requirements and do not hire individuals under the applicable mandatory minimum age.

Forced labor, modern slavery and human trafficking

The use of any form of modern slavery, forced labor or human trafficking is strictly prohibited. This involves forced labor without proper compensation, working under threat or penalty, and being subjected to dehumanizing treatment.

ENVIRONMENTAL REQUIREMENTS AND RESPONSIBILITIES

Rituals is committed to reducing its environmental impact and has embedded this in its sustainability strategy. Therefore, we expect Suppliers to share this commitment.

Suppliers shall comply with all local and international environmental laws and regulations. This encompasses but is not limited to Suppliers' business operations such as product development, raw materials sourcing, manufacturing, and distribution. Supplier warrants that all sustainability data provided is accurate, complete, and verifiable.



Suppliers shall focus on monitoring and setting sustainable practices in line with Rituals' targets related to:

Greenhouse gas emissions and energy

We expect our Suppliers to develop, implement, and maintain strategies and policies to reduce GHG emissions and associated impacts on people and the environment, including putting in place energy-saving strategies and energy management systems, and monitoring and disclosing energy consumption when requested.

Suppliers shall, in cooperation with Rituals, actively identify and implement opportunities to reduce GHG emissions across the value chain of Rituals products. Upon request, Suppliers shall propose, evaluate, and proactively share lower-environmental-impact alternatives, such as lower-carbon materials, improved production methods, energy-efficiency measures, renewable energy adoption, and logistics optimizations, without compromising on any of its contractual obligations.

Where requested by Rituals, Suppliers shall (i) set climate targets aligned with the Science Based Targets initiative (SBTi), and (ii) provide Product Carbon Footprint data for selected ingredients and/or packaging materials, calculated in accordance with the industry-standard methodology selected by Rituals, as well as any required data to support Life Cycle Assessment (LCA) and early-stage development decision-making

Circularity

We are committed to transitioning our product packaging portfolio to be refillable, designed for recyclability and increasingly made with (post-consumer) recycled materials where technical safety and quality allow.

With every product we develop, we work to create packaging that is optimally fit for purpose in terms of functionality, safety, use of resources and environmental impact.

All new packaging concepts must follow the 4R principles: Refuse, Reduce, Refill, Recycle (& Recycled Content), with measurable benefits and demonstrating document evidence. Suppliers are required to comply with Rituals' circularity guidelines, as communicated to them.

Biodiversity:

Rituals aims to minimize negative impacts on nature across its direct operations and supply chains and to contribute to nature recovery where possible.

We expect our Suppliers to actively support this vision by implementing responsible sourcing strategies, including certification, traceability, and related measures, in line with Rituals' requirements and as specified upon our request.

Pollution:

Suppliers shall take all reasonable and appropriate measures to prevent pollution of air, water and soil. This includes proper waste management (including wastewater), with special attention to hazardous waste. Moreover, waste reduction measures, and least impactful waste disposal methods shall be performed. Likewise, waste shall not be dumped or discharged in an unlawful manner. Where requested, Suppliers should be able to provide information on end-of-life behaviour and pollution risk associated with our products and activities.

Water:

Rituals recognizes the importance of responsible water management and expects Suppliers to manage water resources efficiently, minimize wastewater and water pollution, and comply with all applicable local laws and regulations. Upon request, Suppliers shall, in cooperation with Rituals, support and participate in water risk assessments by providing relevant site and process information and collaborating on mitigation actions where risks are identified.



SUPPLY CHAIN TRANSPARENCY AND TRACEABILITY

At Rituals, honesty and openness form the foundation of how we conduct business. We are committed to building fully transparent supply chains and fostering a culture of continuous improvement across our organization and value chain.

Suppliers must be able to support this ambition by ensuring transparency and traceability within their own supply chain. We expect our Suppliers to track and disclose the origins of materials and the processes involved from the very start of the supply chain up to delivery to Rituals. This visibility enables us to understand inputs and processes, assess and monitor potential risks, and carry out our due diligence responsibilities effectively and in a focused manner.

Data sharing:

Cooperation is essential for Rituals to achieve its sustainability strategy and human rights commitment. We therefore expect Suppliers to engage constructively in dialogue regarding sustainability topics as well as sharing about their sourcing practices and non-confidential environmental data (ex: traceability of ingredients, certificates, product carbon footprint, feedstock etc) with Rituals.

Suppliers are expected to share accurate, complete, and timely data to support Rituals' due diligence, legal and reporting obligations, and continuous improvement efforts across sustainability topics.

Policies and training:

Suppliers shall have sustainable procurement policies or practices within their organization. In addition, employees whose work has a direct impact on ESG topics shall be trained, competent, and have the necessary resources to do their jobs.

LAWFUL & ETHICAL BUSINESS PRACTICES

Legal Requirements: We expect our Suppliers to act in full compliance with the law. Our Suppliers shall abide by all national, local, and international laws relating to the management of their businesses. Suppliers guarantee to respect all third-party IP-rights and shall at all times avoid any anti-competitive behavior including by its subcontractors/third parties.

Customs and Security Authorities: Our Suppliers shall comply with applicable customs laws, including those relating to imports and the ban on the transshipment of merchandise into the country of import.

Subcontractors: Our Suppliers will be fully transparent when it comes to potential subcontracting/third party use during any part of the manufacturing process/all works and services provided by our Suppliers. Rituals will receive on first demand all relevant information concerning these parties from our Suppliers for verification purposes.

Suppliers shall further ensure to screen any potential subcontractor/third parties on non-compliance with this code of conduct and shall carry out risk assessments on social and environmental risks with their existing Suppliers/third parties. Upon request, the Suppliers shall share the outcome thereof with Rituals.

The Supplier remains fully liable for the acts, omissions, and compliance of its subcontractors.

Animal welfare: Rituals does not test its finished products on animals and expects Suppliers to follow equivalent animal welfare standards in line with applicable legislation. All products and formulations manufactured for Rituals should be produced without harm caused to animals.

Anti-Corruption: Rituals has a zero-tolerance policy towards corruption. Suppliers shall not engage in any form of bribery, corruption, extortion, or embezzlement. This includes a strict prohibition on offering, paying, soliciting, or accepting—directly or indirectly—any undue advantage, kickbacks, or



facilitation payments to influence a decision or secure a business advantage.

Suppliers must maintain their own Code of Conduct that clearly prohibits such behavior and are required to have an effective, confidential whistleblower mechanism in place to detect and address any internal misconduct.

Sanctions: Supplier represents and warrants that neither it nor its beneficial owners are listed on any applicable sanctions lists (including EU, US, UK or UN). Supplier shall not source materials from, or subcontract to, parties located in sanctioned territories or on restricted party lists.

RISK ASSESSMENT AND AUDIT

Risk assessment: Rituals' responsible sourcing strategy aims to identify risks, and resolving those risks at Supplier sites, creating positive outcomes for workers in the value chain, ensuring health and safety at our Supplier sites, insisting on ethical business conduct, and ensuring the wellbeing of the environment around us.

[EcoVadis](#) is used as a verification method of the risks by performing an ESG assessment with a related score as outcome. The Supplier ensures an up-to-date EcoVadis score that is in line with agreed expected scoring.

We use [SEDEX](#) as a screening tool to assess the level of risk based on, but not limited by, the country of manufacturing and the types of products or services provided. In case of high risk an onsite audit will be performed through SEDEX.

Audit: Suppliers are required to cooperate fully and ensure audits can be conducted effectively. Together with our Suppliers we work on improvement plans to ensure we are improving continuously on these topics. The Supplier is responsible for any potential costs related to the audit. Rituals reserves the right to allocate an affiliated audit company to conduct SMETA or other compliance audits of Supplier and its Supply Chain to ensure their compliance with the Code of Conduct and applicable international standards concerning labor,

environmental, health and safety, and other related standards.

Access to information: The Supplier shall keep proper records to prove compliance with this code of conduct. Our Suppliers shall provide access to complete, original, and accurate files to our representatives.

HOW TO RAISE A CONCERN

Rituals is committed to promoting a culture of openness, honesty, responsibility, and integrity in which people feel comfortable talking about their concerns, including highlighting instances of unethical or illegal behavior.

We encourage anyone in our supply chain—including factory workers, contractors, and local community members—to speak up if they suspect a violation of this Code.

We strictly prohibit retaliation. Rituals guarantees that no one will face discrimination, punishment, or termination for raising a concern in good faith. You have the right to remain anonymous, and all reports are handled with strict confidentiality via our secure external tool. The tool is accessible via our [Human Rights Policy Statement](#).

Suppliers must inform their employees of their right to report grievances without fear of reprisal and shall provide a comparable, safe internal grievance mechanism.



Place, Date:

Signature:

Company name:

Name legal representative & Function:



Initials:

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Confidential