



BEFORE ANSWERING
OR **REACTING**
IMPULSIVELY
TAKE A MOMENT,
COUNT TO

TEN

AND THINK
ABOUT THE
10 POINTS
WE INVITE YOU
TO FOLLOW.

ADOPT THESE 10 POINTS

1 Promote the skills of colleagues

Value, recognize, and promote the abilities of each colleague, **regardless of their gender.**

2 Accept diversity

Respect the authenticity of each colleague, **regardless of sexual orientation or gender identity.**

3 Do not have prejudices

Engage in promoting a workplace where every individual is treated with respect and dignity, **regardless of their race or ethnic origin.**

4 Accept the characteristics of each individual

Approach every individual with kindness and respect, **without discrimination based on physical or behavioral characteristics.**

5 Promote mutual support

Welcome and support people with disabilities, **ensuring equal opportunities and accessibility for all.**

6 Promote equal opportunities

Evaluate people based on their professional merit and skills, **without discrimination based on age or experience.**

7 Communicate politely

Adopt a language and gestures that are respectful, **avoiding expressions or behaviors that may be offensive or discriminatory.**

8 Use a positive approach

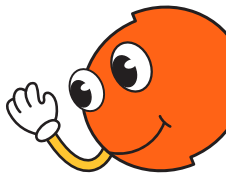
Promote a positive, constructive approach **based on empathy and mutual support.**

9 Support colleagues

Offer support and collaboration to colleagues, **promoting knowledge and skills are shared to overcome challenges and achieve business goals.**

10 Recognize the importance of every role

Recognize the importance of each colleague and department in contributing to the overall success of the Group, **promoting a collaborative culture.**



COUNT TO TEN