

VANA™

DANSK
EMBALLAGEANSVAR

A smiling woman wearing a black zip-up jacket and a white hairnet is holding a clipboard and a pen. She is standing in a warehouse with rows of white cardboard boxes in the background.

**VANA A/S
Competition
Compliance Guidelines**

Version 1.0

Intro

As a Producer Responsibility Organisation (PRO), VANA is the companies' guarantor that they live up to the obligations of the producer responsibility for packaging - legally, financially, and practically.

Behind VANA are the four trade and business organisations: Landbrug & Fødevarer (the Danish Agriculture & Food Council), DagSam (The Grocery Industry's Cooperation Committee), Dansk Erhverv (the Danish Chamber of Commerce) and Dansk Industri (the Confederation of Danish Industry), who founded VANA in 2021 to help Danish companies meet the producer responsibility.

Index

Purpose	3
When does the Guidelines apply?	3
Accession	3
The Competition Compliance Guidelines	4

Purpose

VANA wants to ensure fair competition and does not accept any kind of competition-distorting activity. VANA must comply completely with applicable competition legislation and ensure the framework for compliance. This entails that in VANA, the organisation, business partners, members and member representatives must comply with the competition rules.

The purpose of VANA's Competition Compliance Guidelines (the "Guidelines") is therefore to support VANA's board of directors (board), management, employees, members, and business partners in complying with competition law. This includes increasing knowledge of the framework that applies and prevents breaches of the competition rules at meetings, correspondence, and other activities in VANA.

The Guidelines are a part of VANA's governance model. If questions arise in relation to the understanding of the competition law or the use of the Guidelines, please contact VANA's CEO, see contact information at www.vana.dk/en.

The Guidelines are available in both a Danish and an English version at VANA's website.

The Guidelines have been approved by VANA's board of directors.

When does the Guidelines apply?

The guidelines apply to all types of meetings, correspondence, and other activities under VANA's auspices, where representatives of various companies or trade associations participate. The Guidelines also apply - in parallel to the Rules of Procedure of the Board, when VANA's board of directors or board committees meets. This does not limit VANA's board from discussing matters related to the operation of VANA.

The Guidelines apply regardless of where and how VANA's meetings and other activities are held. The Guidelines therefore apply both to activities held on VANA's premises, in external premises or if they are conducted online (e.g. virtual meetings).

Accession

Everyone who participates in VANA's activities must agree to the Guidelines. This includes, inter alia, VANA's members, employees, and board. Members must also ensure that their employees, who participate in meetings and other activities in VANA, are familiar with the Guidelines.

VANA's members remain independently responsible for complying with the Competition Act. This responsibility does not change upon accession to the Guidelines.

There will be a reference to the Guidelines, when companies join as a member, facilitating meetings, workshops, network meetings, and other things facilitated by VANA where several companies participate, including dialogues with potential suppliers.

The Competition Compliance Guidelines

The Guidelines are as follows:

1. Participants in meetings and other activities in VANA must never enter into agreements, discuss or otherwise exchange information about confidential business relations and other competition parameters.

Competitive parameters are information that another company can use to their advantage in the competition for customers, especially information about prices, production, costs, and sales, but can also be information about other business relations, and terms of a company's strategies.

The following topics must never be discussed:

- a. Purchase and sale prices.
For example, individual prices, price levels, price differences, price changes, profit margins, discounts, promotional campaigns and bonuses.
- b. Individual companies' order backlog, capacity, stock status, technical development, or future investments.
- c. Division of the market, customers, or sources of supply.
For example, which products, customers, or customer groups does the company focus on in its business.
- d. Offers.
For example, whether the company will submit a task out for tender and/or what the company will offer a customer.
- e. Experiences about certain customers, which can give the impression of or lead to a common attitude towards the customer.
For example, an idea about transferring a new cost to customers.
- f. Contract terms and individual agreement negotiations.
For example, number of credit days, delivery time, specific requirements in the event of delays and the provision of guarantees.
- g. Costs.
For example, prices and terms when purchasing goods and services from own suppliers.
- h. Strategic information.
For example, specific business plans, marketing initiatives or other information about individual commercial plans.
- i. Other information that can remove uncertainty about how other companies act in the market.

2. Meetings, other activities, etc. must follow an agenda sent in advance, just as minutes must be written which document the content and progress of the meetings. However, this does not apply to webinars that are recorded.
3. If minutes contains information on topics listed in point 1 of the Guidelines, the minutes does not have the status of a binding decision and every participant or company is free to make its own decisions.
4. If a participant at a meeting or other activity becomes aware of that subjects are being discussed in violation of point 1 of the Guidelines, the participant must immediately
 - a. protest and
 - b. ensure that the discussion immediately is reported to the facilitator, who immediately must interrupt the discussion if the facilitator considers that it is in violation of point 1 of the Guidelines.
 - c. The facilitator must also inform the chairman of VANA's board and the CEO if there is behaviour that may conflict with point 1 of the Guidelines.
5. VANA, its employees, and board members do not assume responsibility towards members or third parties for the topics discussed at meetings or other activities conducted by VANA or for the competition law consequences thereof. This also applies even if VANA has approved an agenda or prepared minutes of a meeting or other activity.

Depending on the allocation of municipalities to the PRO, VANA may gain a dominant position on the market. This is followed closely by VANA, and the Guidelines will be updated consequently if it becomes relevant.

VANA also has particular focus on the handling of competitively sensitive information in the development of VANA's company structure and structures for handling the obligations in the producer responsibility.

VANA A/S Competition Compliance Guidelines

Version 1.0

VANA A/S
Vesterbrogade 6D, 2. sal
1620 København V
Danmark

Tel +45 53 53 32 44
info@vana.dk
www.vana.dk
CVR: 44710870

VANATM

DANSK
EMBALLAGEANSVAR