



Business conduct

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Introduction

It's more important than ever to foster a culture of integrity in everything we do – from our business activities to our stakeholder relationships. Our consumers must trust that we are doing the very best for their health when we ask them to buy our products. And we must uphold our high standards and values across the world.

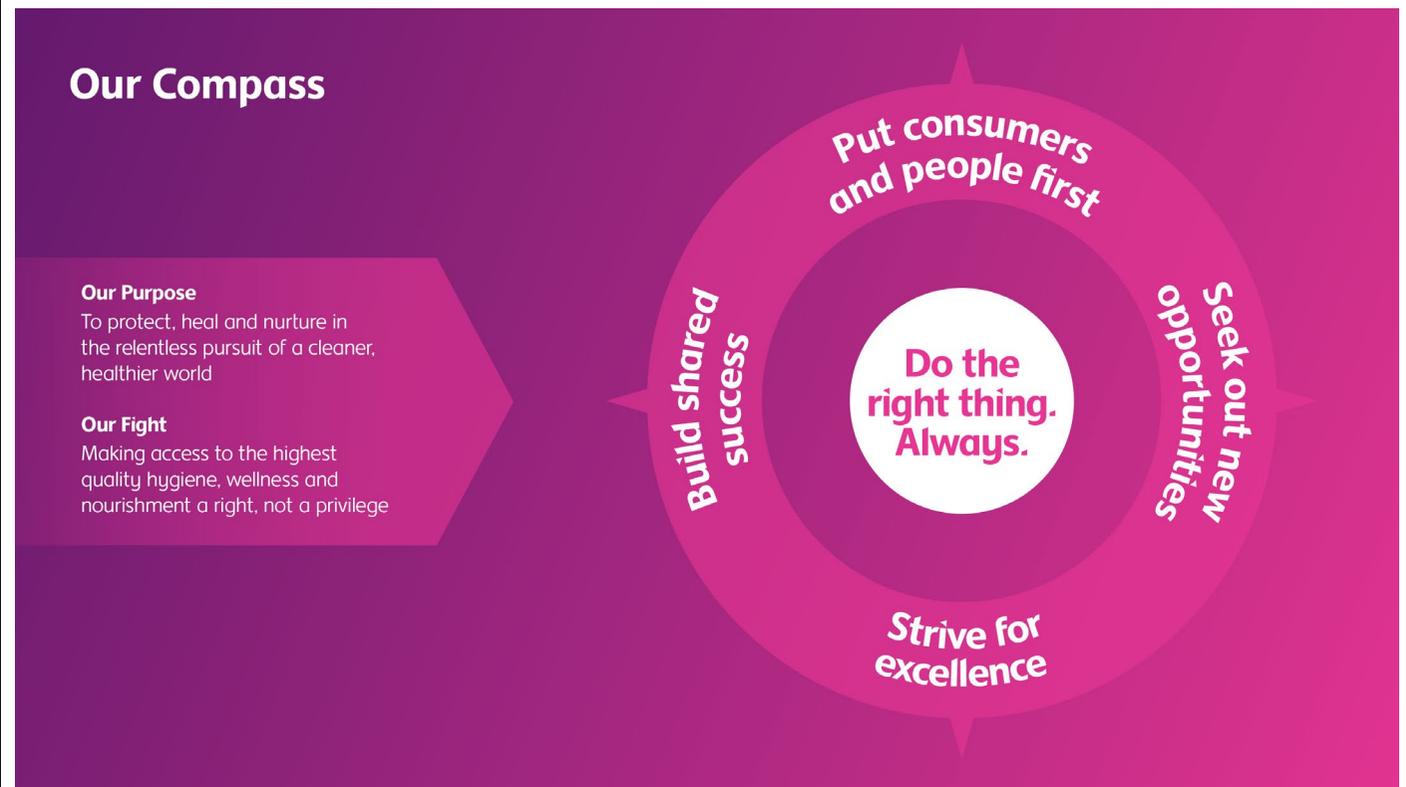
As a top FTSE company with a product range utilised by people, including young children, and with sizeable trade in high-risk countries, we take our responsibility seriously. Our purpose is to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world, and we know this comes with and demands unstinting levels of responsibility. We are guided by our values, laid out in our compass that affirms our commitment to “Do the right thing. Always.” We act responsibly and with integrity; put consumers and people first; seek out new opportunities; strive for excellence; and build shared success.

Being responsible has always been at the heart of RB, beginning with our founders some 200 years ago. But we know that today this is core to our business, to our success and to the way we are viewed by consumers. We have been strengthening our approach over time, sometimes on a complex but rewarding journey to drive cultural change across RB.

Like many other businesses, there is a challenge – and one that we are fully committed to tackling – finding the right balance between encouraging the best of our entrepreneurial culture while working responsibly and with integrity. So we're working hard to create an environment where employees do the right thing, especially when the choices are hard. This is the foundation of our Code of Conduct and compliance programme.

Our compliance programme has eight pillars aligned to our values and principles aiming to:

- Identify compliance risks so they can be mitigated and controlled in good time.
- Develop good lines of communication to foster a culture of integrity.
- Implement policies and procedures, as well as strong controls, to monitor compliance with these guidelines and with local and international laws and regulations.
- Deliver effective and innovative training and education.
- Detect problems and respond quickly with corrective actions.



Business conduct continued

Looking to 2020 and beyond

We're releasing a completely new Code of Conduct in 2020 that will include key points from our Group policies that help all our employees understand what RB is expecting from them and ensure compliance with international laws and regulations. It will also incorporate new guidelines to help our leaders make good decisions when facing challenging situations. The new Code will be more user-friendly for our employees and contractors, with integrated video and interactive PDFs linking to related policies and procedures.

We're also making our mandatory yearly compliance training, which covers our Code of Conduct, Anti-bribery and Corruption and Speak Up materials, more engaging, particularly for our younger, more digitally-focused employees. It will combine video, animation and games to make it easier for all our people to be engaged and committed to complying with our standards.

And, in 2020, we will launch a global educational campaign, Honest Reflections on Ethics, to help employees feel safe in uncovering problems, asking questions, discussing trade-offs and sharing real-life challenges around compliance.

And finally, we'll roll out a new, efficient risk-based due diligence programme for third parties around the world. This will assess their commitment to RB values, policies and procedures, and help us ensure we can trust in those partnerships.

Listening to our stakeholders

Reporting effectively across our many sustainability issues and providing regular updates on our programmes and activities is always a work in progress. So we appreciate your feedback – what should we keep doing, and where can we do better?

Email us at sustainability@rb.com.

Or write to: The Sustainability team

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