



Social Responsibility 2008

Maxibit Worldwide AB



"A responsible and profitable business is based on ethical considerations as well as financial."

Christian Ahlberg CEO, Maxibit



True to the original core values

The most interesting fact about Maxibit is that the original concept has never changed. In the 70s Erik Ahlberg started the company with the idea to provide a set of quality marketing tools to the leading premium brand companies. He created a lightweight, portable, and reusable solution that was more environmentally friendly than the booths built by craftsmen.

With some great innovations Maxibit created a new world standard – a standard that today is taken for granted.

Maxibit Core Values

- Optimize the customer experience
- Swedish designed portable premium brand stands
- User centric innovations
- Environmental sustainability



Table of content

A summary of 2008.....	5
Maxibit 2008.....	5
Project 1 - Collecting product specifications.....	5
Project 2 - Recycling.....	5
Rang-Sells.....	6
Improved office recycling.....	6
Limit paper waste.....	6
Toner cartridges.....	6
Project 3 - Energy efficiency.....	7
Education, Seminars, CSR Reference Group.....	8
The importance of environmental education.....	8
Maxibit Sustainability Policy Education.....	8
Environmental seminar by Frank-Hugo Storelv.....	8
Social Responsibility Day.....	8
Reference group for Corporate Social Responsibility (CSR)	9
Maxibit 1 % Back Programme.....	10
Contributions 2008.....	10
Maxibit - a member of UN Global Compact.....	11
Maxibit and the UN Global Compact 10 Principles 2008.....	11
Improvements.....	13
The Code of Conduct includes requirements concerning:.....	14
Workers.....	14
Environmental requirements for suppliers.....	15



A summary of 2008

2008 was a year of big events. The financial markets crashed around the world and reached an economic low we have not seen since the depression in the 1930s. A black leader won the presidential election in the USA for the first time in history. In Burma 135 000 people died in a flooding disaster and in China at least 70 000 died and 5 million ended up homeless due to an earthquake. The Olympic flame reached its final destination despite the protests on its way and the Olympic Summer Games started for the 26th time.

We celebrated the 60th anniversary of the Universal Declaration of Human Rights but still have a long way to go to reach a reality where all humans have the same right to freedom, justice and peace. We need to act together to help create a better place for all of us to live. By working towards smaller goals, and linking with others to achieve bigger goals, together we will get there!

Maxibit 2008

It has been a busy year for Maxibit. Several new products have been approved for production and will be launched in 2009. We have had inspiring lectures by environmentalists and took an even closer look at the environmental impact of Maxibit's production cycle.

Project 1 - Collecting product specifications

In a joint effort with our suppliers Maxibit started a project to collect material specifications for all Maxibit products. As of November 2008 information on the following parts and products have been collected:

- Zap cassettes and telescopic pole
- Network frame
- Satellite frame
- Solo telescopic pole
- Base, top and pole for Icon
- Network Frost shelves
- Mounting strips for Network panels
- Maxilight
- Ilite
- Formalux sheets
- Corrugated board (packaging materials)
- Magnetic tape & Double back tape

By collecting the product specifications Maxibit will be able to look at details in each product and thus be able to see if there are parts that need to be changed in order to make a more environmentally sound product. One of Maxibit's goals is to be able to offer customers a carbon footprint of each product.

Project 2 - Recycling

It is very important that we, in the business community, take responsibility to reduce the amount of waste we produce. Waste



has an extremely negative effect on our planet. Through recycling we can reduce pollution caused by waste, we can reduce the need for new raw materials and help preserve natural resources.

Rang-Sells

In the middle of February 2008 Maxibit arranged a meeting with Rang-Sells, one of the largest recycling facilities in Sweden, to go through the warehouse recycling program.

Christina Simpson, CSR manager, and Johan Stomberg, Environmental Coordinator Warehouse, discussed the usage of the recycling bins and its content with a Rang-Sells representative. The Representative was pleased with the work that has been done in the Maxibit warehouse and found little to comment on. The only comment was that the bins should be full before ordering a pick up to the recycling facility. The representative promised to keep Maxibit updated on new technological advances in the recycle industry.

Improved office recycling

In January Maxibit improved the recycling of food containers in the lunchroom. There is now a proper recycling station for cardboard food containers as well as for bottles, cans and plastic containers.

Sales car fleet

In the keeping with Maxibit environmental commitment, Maxibit signed a lease for its first ethanol-powered cars to help reduce the emissions of carbon dioxide.

As a fuel source ethanol has been discussed quite a lot in media lately due to the manufacturing process and the effect it has on people in areas where ethanol is produced. Maxibit is aware of this discussion but believes that ethanol is a better choice than fossil fuels at this time. There are a lot of consumers that are pushing for sustainable ethanol and Maxibit hope to see verified sustainable ethanol in the very near future.

Limit paper waste

One of the major decisions Maxibit took in 2008 was to stop the printing of brochures, price lists and product sheets. With printing orders of 20 000 A4 brochures, 8 000 A5 price lists biannually and around 1 000 product sheets annually we calculate a saving of roughly 3 500 kilos of paper every two years.

All Maxibit brochures and product sheets are available to download as PDF's on the Maxibit website and the price lists, also PDF's, are sent digitally per request to customers. Instead of printing inspirational images for customer meetings Maxibit show these images via phones connected to the Internet or on laptops brought to the meeting.

Toner cartridges

Maxibit signed a recycling agreement regarding used toner cartridges with Strålfors in 2006. The agreement is for Maxibit HQ's copy machine as well as for office printers.



Project 3 - Energy efficiency

Light fixture, computers and computer monitors are shut down as soon as the office hours are finished to save energy. In the office we use fluorescent ceiling lights that are more energy efficient than traditional light bulbs.

A joint decision was made by the employees, in November 2008, at Maxibit HQ to shut the light of in the soft drink machine to stop unnecessary energy waste. The employees are now discussing the possibility of returning the machine to the supplier for better energy efficiency at the office.



Education, Seminars, CSR Reference Group

The importance of environmental education

It is widely agreed that education is the most effective way to get people to understand how we interact with and are dependent on natural ecosystems. To save the ecosystems for the next generation we have to learn how we should work and live to protect them. Most of us want to do the right thing but do not always have the know-how. Through education, workshops and seminars Maxibit are striving to give its employees a greater understanding of how each and every one of us can make a difference.

Maxibit Sustainability Policy Education

In the beginning of 2008 the seminar 'Maxibit Sustainability Policy' was held for the employees of Maxibit HQ. Every aspect of the policy was discussed and explained to the further understanding as to why Maxibit has chosen to work with these issues. The employees got an opportunity to add their comments and a unanimous decision was made to give Doctors Without Borders a contribution in 2008.

Environmental seminar by Frank-Hugo Storelv

On Monday, November 10th, Maxibit Stockholm had a very interesting and inspiring visit from Frank-Hugo Storelv and Marie Frogner, environmental consultants and activists. Frank-Hugo spoke to us about what we, as individuals and as a company, can do to improve our footprint on the planet. He also spoke about how important it is that we start thinking outside the box to find new solutions and ideas that could help us take our sustainability work to a higher level.

Storelv ended his presentation with a sentence that really struck home "*you should not aim to do less bad but to do more good*". We at Maxibit took this to heart and jumped at the chance to take our sustainability work to the next level. A decision to set up measurable short and long term goals was made as a direct result of the visit. The goals will be published in 2009.

An interview where Frank-Hugo Storelv speaks about his views on the environment and our responsibilities was filmed and made available on Maxibit's website and on Maxibit's YouTube channel at www.youtube.com/maxibitab.

Social Responsibility Day

Maxibit's CSR manager Christina Simpson attended the Social Responsibility Day at Rival in Stockholm on November 19th. The Swedish environmental newspaper *Miljöaktuell* arranged the event. Among the speakers at the event were Kola Badejo, Senior Adviser, UN Global Compact, New York that gave a presentation on SR trends: UN Global Compact and ISO 26000 and Wolfram Tertsching with his UEFA EURO 2008, Sustainability Strategy & Report presentation. The presentations were very interesting and gave us lots of information and inspiration to bring back to our work places.



Reference group for Corporate Social Responsibility (CSR)

In 2008 the Swedish Ministry of Foreign Affairs took the initiative to create a reference group where Swedish companies could share experiences with each other and the government regarding CSR issues.

The first meeting was held on May 16th at the offices of the Ministry of Foreign Affairs. 28 companies and organisations attended the meeting with 11 government representatives. Gunnar Wieslander, State Secretary to the Ministry of Trade, opened the meeting by welcoming the participants. He held a short speech on the importance of CSR and let the attendees know that the Ministry sees the reference group as an important forum for discussions on social responsibility issues. The reference group will also help the Ministry understand what the business community need from the government in form of information and regulations. The main discussion at this meeting was UN Global Compact and the need to have a common reporting system for CSR work.

The second meeting took place on November 17th and two companies held interesting presentations on their CSR-work.

Maxibit feels these meetings are very important because we can all learn from each other's success stories especially in regards to the problems companies are facing when manufacturing products abroad.



Maxibit 1 % Back Programme

As of October 2007, Maxibit started the Maxibit 1 % Percent Back Programme. Through this programme, Maxibit is committed to give one percent of its net profit every year to non-profit organisations. We choose organisations that work with environmental and humanitarian aid work.

Contributions 2008

SOS Children's Villages

SOS Children's Villages is the world's largest organisation for abandoned and orphaned children. www.sos-childrensvillages.org/.

Maxibit is a corporate sponsor for the village Dhassa-Zoumé in Benin, Africa and has been so since October 2007.

World Wildlife Fund

"World Wildlife Fund for Nature is dedicated to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature."

www.wwf.org.

Maxibit is a friendship company to the World Wildlife Fund for Nature and has been so since October 2007.

Doctors Without Borders

Instead of sending our customers and partners Christmas gifts 2008 a donation to the Doctors Without Borders was made.

"Doctors Without Borders is an international medical humanitarian organization created by doctors and journalists in France in 1971." www.doctorswithoutborders.org/aboutus.

Save the Children

Seasons Greetings cards for 2008 were purchased to support Save the Children.

Neptun

A donation was made to the Norwegian environmental organisation Neptun, in December 2008, to support their work to stop the pollution of the fjords in Norway.

Community sponsoring

In February 2008 Maxibit meet with two high school students that had started a company called Living Free. They are selling spa lights and candleholders and needed a couple of tables for a trade fair for young entrepreneurs. They asked Maxibit to sponsor them with the products. Maxibit decided to sponsor them, as their business plan and their environmental policy were really impressive.

Sustainable France Day

Maxibit sponsored the French Ministry of Trade with a roll-up display and graphic panel for the Sustainable France Day on November 19-20 2008.



Maxibit – a member of UN Global Compact

"The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption."
[Source: <http://www.unglobalcompact.org/AboutTheGC/index.html>, 20090112]

Maxibit got its membership, as the first company in the portable marketing industry, approved by the UN Global Compact (GC) in 2007.

Believing in the value of GC's 10 principles Maxibit has made an effort to promote the UN Global Compact to the business community in a variety of ways. On the Maxibit website there is information about UN Global Compact and an abbreviated version of its 10 Principles, http://www.maxibit.com/about_maxibit/sustainability_policy.aspx. Maxibit also made a decision to print the UN Global Compact web address on all Maxibit product sheets and brochures that are sent to customers in the premium market segment.

Maxibit also has produced a short film about the importance of ethical business and the environment and the values of the UN Global Compact program – "The Greener Choice". This film is available to all partners, customers, employees and suppliers and can be freely downloaded at www.youtube.com/maxibitab.

In addition to this the CEO of Maxibit Worldwide, Christian Ahlberg has started a blog as a continuous source of updates regarding Maxibit's progress. This blog can be found at www.MyMaxibit.com.

In a further effort to inform businesses about UN Global Compact, Maxibit sponsored the French Ministry of Trade with a display product for the Sustainability France Day, November 19–20 2008. The event took place at the Concert Hall in Stockholm, Sweden and Maxibit had a representative at the event to meet with attending companies and share information regarding GC. The display product welcomed the event visitors at the door to the event and had the UN Global Compact web address printed on it.

Maxibit and the UN Global Compact 10 Principles 2008

Principle 1

Business should support and respect the protection of internationally proclaimed human rights.

To ensure that the employees at the manufacturing plant are provided with a safe work environment Christian Ahlberg, CEO, and Flavio Bilancioni, Purchaser, visited the plant in May 2008. They also checked that the production process follows the environmental demands of the Maxibit Code of Conduct.

Maxibit has set a goal of at least one visit per year to a minimum of one manufacturing plant.



Maxibit also continues to support SOS Children's Villages (part of Maxibit 1 % Back Programme) that give orphaned children a stable family environment, education and training.

Principle 2

Business should make sure they are not complicit in human rights abuses.

All Maxibit suppliers have to sign the Maxibit Code of Conduct where they agree to fair business practice. The agreement states that all employees have the right to a safe and comfortable working environment, that child labour and forced labour is not tolerated, the wages have to be fair, overtime must be paid, work hours regulated, that there are freedom of association and that there is no discrimination due to gender, religion, sexual preference, age, disability, political or union membership.

Principle 3

Business should uphold the freedom of association and the effective recognition of the right of collective bargaining.

All of Maxibits' suppliers have to sign the Maxibit Code of Conduct to prove that they respect the right of freedom of association.

Principle 4

The elimination of all forms of forced and compulsory labour.

All Maxibit suppliers have to sign the Maxibit Code of Conduct ensuring that they use no forced labour. Before any agreements are signed with a potential supplier the purchaser visits the manufacturing plant to assess the working conditions and the production process. Human rights and environmental guidelines must correspond to the Maxibit Code of Conduct.

The Maxibit HQ leadership group have discussed the potential need to find an independent foundation to make sure that the Code of Conduct is continually being adhered to. A decision on how to proceed on this issue will be taken during 2009.

Principle 5

The effective abolition of child labour.

All Maxibit suppliers have to sign the Maxibit Code of Conduct ensuring that the plant uses no child labourers. Before any agreements are signed with a potential supplier the purchaser visits the manufacturing plant to make sure there are no under-age workers.

Principle 6

The elimination of discrimination of employment and occupation.

Maxibit does not tolerate any discrimination of employment and occupation. To promote gender equality Maxibit HQ implemented a 50/50 gender division in the leadership group and management in 2007.

Principle 7

Business should support a precautionary approach to environmental challenges.

To advance the Maxibit HQ staff's environmental awareness two seminars on Maxibit's environmental work and responsibilities



were held in the spring and fall of 2008. At the first seminar the CSR manager explained everything in the Maxibit Sustainability Policy (environment & human rights) and why and how Maxibit is working with these issues. The subject for the second seminar was the environment and was held by the Norwegian environmentalist Frank-Hugo Storelv. After the seminar an interview with Storelv was filmed and linked to the Maxibit website through YouTube.

Principle 8

Undertake initiatives to promote greater environmental responsibility.

Maxibit decided to stop printing concept brochures, price lists and product sheets and instead offer our customers a digital version through the Maxibit website and via e-mail. This saves the environment almost 3.5 tonnes of paper biannually. Maxibit also continues to support the World Wildlife Fund (part of Maxibit 1 % Back Programme) and has made a contribution to the Norwegian non-profit organisation Neptun that work to stop pollution in the Norwegian fjords.

To minimize the exhaust of carbon dioxide Maxibit company cars are driven on ethanol.

The Maxibit employee handbook was updated with added responsibilities for all staff at Maxibit. Additional recycle bins have been added to the lunchroom to take care of aluminium cans, plastic containers, glass bottles, paper cartons and cardboard boxes.

Principle 9

Encourage the development and diffusion of environmentally friendly technologies.

To transfer graphic material, brochures or other marketing material to partners and end-users Maxibit has set up an FTP-server where they can pick up and drop of material. This saves Maxibit wasting CD's and DVD's and the environment energy and pollutants. For customer visits reusable USB memory sticks hold marketing materials.

Principle 10

Business should work against corruption in all its forms, including extortion and bribery.

Maxibit do not accept any form extortion or bribery.

Improvements

There is always room to improve business practices. Like most companies Maxibit still has a lot to learn but we are fully committed to the important task of sustainability.

One thing that Maxibit has come to realise is that we need to set measurable long and short term goals to be able to improve our sustainability. A goal proposal was drafted in the end of 2008. The Maxibit leadership group has decided that the exact goals will be set no later than the third quarter of 2009. Once the goals are determined they will be the basis of all CSR work at Maxibit.



Maxibit Supplier Code of Conduct

The Code of Conduct includes requirements concerning

- Respect the rights of all workers
- Providing a safe and healthy work place
- Follow the local law in every aspect
- Minimizing the impact on the environment

Workers

1. Safe and comfortable working environment
2. Child labour is not tolerated
3. Forced labour unacceptable
4. Fair wages, paid overtime and regulated work hours
5. Freedom of association
6. No discrimination

1. Safe and comfortable working environment
Fire safety such as fire extinguishers, unlocked emergency exits and fire alarms must be in place. The workplace must also be free of harassment, abuse and corporal punishment. The factories must have working ventilation or a fan system to control the climate. The workplace should also be clean and in good condition, with all necessary sanitation facilities.

2. Child labour is not tolerated
Maxibit does not tolerate child labour and requires all their suppliers to thoroughly check the ID documentation of every worker employed. The term child refers to any person under the age of 15, or 14 where the law of the country permits, or under the minimum age for employment in the country.

3. Forced labour unacceptable
Forced, bonded or involuntary prison labour is not to be used. All work will be voluntary, and workers should be free to leave upon reasonable notice.

4. Fair wages, paid overtime and regulated work hours
The employees must be paid, as a base-rate, the minimum wage or the prevailing industry standard, whichever is higher. All overtime worked by the employee must be fully compensated according to local law. All employees should have set work hours. Any time above this should be paid as overtime.

5. Freedom of association
Maxibit do not tolerate any discrimination or punishment on the grounds of union or any other organised group activity.

6. No Discrimination
The workforce should be free of harassment and unlawful discrimination. The supplier should not tolerate discrimination based on race, age, gender, disability, religion, political or union membership.



Environmental requirements for suppliers

1. Waste reduction and recycling
2. Creating products according to Maxibit environmental standards

1. Waste reduction and recycling

Maxibit requires all suppliers to continually work to reduce waste from production. Disposal methods must be documented and audited on a regular basis and the recycling of all products must conform to industry standards.

2. Creating products according to Maxibit environmental standards

Products must be produced in accordance to the specifications issued by Maxibit. The standards used by the supplier must be continually monitored so that they continually confirm to Maxibit's stringent environmental policy.

Maxibit is committed to continually working to improve all environmental issues regarding production, the materials used in the manufacturing process, packing and transportation.