



Social Responsibility 2009

Maxibit Worldwide AB



"A responsible and profitable business is based on ethical considerations as well as financial factors. Therefore I hereby express our continued support for the Global Compact and the renewal of Maxibit's ongoing commitment to the initiative and its principles."

Christian Ahlberg CEO, Maxibit



True to the original core values

An 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.

By pioneering the portable marketing industry with 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



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A summary of 2009

The financial markets crashed around the world and reached an economic low we have not seen since the depression in the 1930s. Russia shuts off all gas supplies to Europe, the Icelandic government and banking system collapse and elects the world's first openly lesbian head of government. The second G-20 Summit is held in London, NATO expels two Russian diplomats over a spy scandal and the "Swine Flu" outbreaks in and is deemed a "global pandemic. Michael Jackson dies, Sweden assumes the presidency of the European Union and the UN Climate Change Conference is held in Copenhagen with abysmal results. People in developing countries continue to suffer from poverty and starvation and is hit hard by flooding, typhoons and earthquakes. Green gas emissions keep rising and ice melting accelerates.

Maxibit 2009

A major project has been the movement of production to fulfill the demands and goals connected with the 10 principles of UNGC. One of the products launched 2009 is made completely by recycled material and parts that are made to be recycled. The 10 UNGC principles have taken a more central part in R&D and stake holder communication. The CEO has promoted these issues especially through his blog.

Project 1 – Collecting product specifications

In a joint effort with our suppliers Maxibit started a project to collect material specifications for all Maxibit products. The list of products now include all major products, components and parts and the work continues.

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. A big result of this work is the movement of the major production and the launch of new sustainable and ethically sound products.

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.

The Rang-Sells representative was pleased with the work that has been done in the Maxibit warehouse and found little to comment on. The



representative promised to keep Maxibit updated on new technological advances in the recycle industry. This cooperation is ongoing.

Improved office recycling

Recycling of all office material are mandatory and continuously improved. In the lunch room recycle bins are used, waste generating food is advised against, energy efficient washing is mandatory, soda machines are replaced by tap water.

Sales car fleet

In the keeping with Maxibit environmental commitment, Maxibit keeps a fleet of 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. The CEO, Christian Ahlberg, has contacted European car manufacturers to become an early adopter of the first hydrogyn-cars introduced or tested in Europe.

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. This policy is still adopted.

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 shift towards even more efficient light sources are continuously explored. For instance the shift to LED started came closer and closer during 2009.



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 2009 the annual 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 World Wildlife Fund and The Children's Villages a contribution in 2009.

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 2008 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.

The third and fourth meetings during 2009 mainly focused on human rights issues in countries like China and Saudi Arabia, practical cases regarding anti corruption matters especially in Africa and the ongoing progress of developing ISO 26000 held by Vice-Chair of ISO/TWB/WG SR: Mr Staffan Söderberg. 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.

These meetings also encourage participants to engage in the UN Global Compact Leaders Summit in 2010, where Maxibit CEO, Christian Ahlberg participant and wrote articles about, but more on that in the COP for 2010.





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.

Community sponsoring

In the spring of 2009 Maxibit had a 10 week exchange programme with an Austrian student focusing on sustainability. All together 7 students worked together to improve sustainability within Maxibit mainly focusing on the use of new technique.

Green Racing

Maxibit also sponsored a virtual racing initiative in order to raise awareness on green gas emissions.



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.

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.