

# Culture Compass

How we work together





Since its foundation in 1985, Wüest Partner has been a place for creative minds and bold ideas, using data to extend the boundaries of knowledge and occupy new territories.

If you approach life with your eyes open and interpret developments correctly, you will be able to achieve a great deal with us thanks to a corporate culture which allows you to get involved and venture new ways.

This Culture Compass sets out the framework that allows knowledge, creativity and entrepreneurial spirit to flourish and enables us to make a difference together.



Hannes Wüest (co-founder and namesake of Wüest Partner, centre) in conversation with Andreas Bleisch (Chairman of the Board of Directors, left) and Patrik Schmid (Group CEO, right). Together, they cast a glance back at the beginnings of Wüest Partner and at the approach that continues to characterise the company culture to this day.

Image and value promise

## Who we are, what we believe in and what we achieve

Wüest Partner is a European company with its roots in Switzerland. We strive to be the leaders in all the markets we operate in.

We work to achieve sustainable value creation in the real estate business through the expertise of our employees, our digital products and the use of comprehensive data.

As market leaders and agenda-setters we pursue opportunities for growth and offer career development prospects for staff at all levels.

### Our value promise

#### **Entrepreneurship**

**We are a team of entrepreneurial experts.**

Developing a sustainable real estate industry takes entrepreneurship and responsibility. As an interdisciplinary, international team, we turn bold ideas into new standards and help shape the future. Together, we combine the best in human and digital intelligence.

#### **Excellence**

**We aim to make an impact.**

We use everything we do as an opportunity to learn and become even better. That's how we extend our expertise, turn data into knowledge and deliver digital solutions. We are partners to our customers and aim for maximum impact.

#### **Independence**

**We create transparency.**

As independent experts we rely exclusively on facts. That's how we create transparency and a clear basis for decision-making to ensure our customers' success and a sustainable future.

We use the pronoun "we" in our Culture Compass. We use it to refer to Wüest Partner and all its subsidiaries, the owners, employees and also freelancers. The Culture Compass applies equally to all of us.

Sustainability

**We are committed to future-oriented solutions**

We have a duty to our stakeholders, to society and the environment.

**1. We help shape an environment worth living in**

Both through our main activity as a consulting firm and as a provider of data and applications, we contribute to society and the environment by conserving and creating sustainable real estate, areas and spaces.

**2. We lead the way on sustainable growth**

We are committed to the sparing use of resources and minimize the environmental impact of our business activities. We are guided by current scientific findings and comply with the standards of the leading professional bodies.

**3. We interact as equal partners**

We build long-term collaborations based on trust with clients and partner companies. We adopt an integral view, taking all aspects of sustainability into consideration.

**4. We offer prospects**

We offer our employees the chance to develop their careers in long-term working relationships, and the best opportunities to make a sustainable difference.

**5. We are committed to the expansion of knowledge**

We provide training opportunities and presentations to promote know-how and further professionalization. We raise awareness of issues relating to sustainability, innovation and the future.





## Knowledge culture

### We promote an open knowledge culture

Knowledge is the core and the capital of Wüest Partner. The acquisition, development, transfer and leveraging of knowledge are our top priorities.

#### 1. We share knowledge

Experienced specialists are available at all times to pass on their knowledge. They update and interpret their knowledge to make it accessible. At the same time, everyone has a duty to actively acquire the knowledge needed for their role – both formalized and informal.

#### 2. We work on an interdisciplinary basis

Specialist knowledge is specific and essential. However, its full potential is only realized in combination with other specialist disciplines. In an increasingly complex world, we tackle challenges on an interdisciplinary basis and develop new solutions through teamwork.

#### 3. We further our professional development

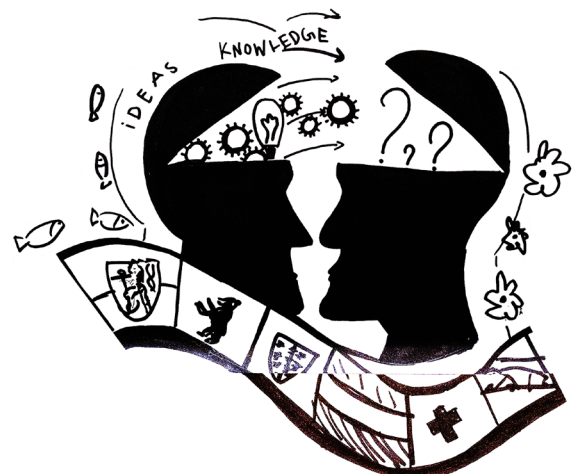
Innovations always create new knowledge and existing knowledge must be extended. We therefore add to our professional experience continually, invest in professional development and create platforms for exchanging knowledge. We all take personal responsibility for our own professional development.

#### 4. We strive for excellence

Our aim is to become even better with every project we take on and to reinforce our position as market leaders. Everything we do is part of a learning curve.

#### 5. We turn knowledge into digital solutions

We break new ground in order to generate innovations. We condense data into information and information into knowledge – which we make accessible through digital solutions which are simple to apply.



Entrepreneurship

## We think and act as entrepreneurs

We trust in the power of ideas, we create an environment in which they can thrive, and we reward achievement.

### 1. We see ourselves as entrepreneurs

We question the status quo, we probe and redefine boundaries. We are guided by the market and create added value with our innovations. Setbacks come with the job: we test, optimize and learn on a continual basis.

### 2. We value individuality and personal freedom

Every person is unique. We create an environment in which everyone can build on their strengths. This involves a high degree of individual responsibility. We know our own limits and call in team members at the right time.

### 3. We all move the company forward

Each and every employee contributes to our success. The outcome is the important thing – for the company, the client, for society and the environment. Our growth trajectory offers opportunities in all areas and at all levels of the company.







## Our guiding principles

At Wüest Partner, we believe in entrepreneurial spirit, individual responsibility and autonomy.

Our Code of Conduct therefore contains guiding principles rather than detailed prescriptions. This is part of our culture of trust.

The Code of Conduct applies to everyone in full and without exception. We are all committed to taking the chances and opportunities within the framework and spirit of this document.

### Work and environment

#### Rights and freedoms of every individual

We respect human rights and emphasize that every person is entitled to the rights and freedoms set out in the United Nations Declaration.

#### Diversity, equality and inclusion

We support diversity and offer equal opportunities – regardless of gender, age, nationality, culture, sexual orientation, disability or political, religious or other affiliations.

#### Working relationships

Our working relationships are characterized by trust, mutual respect and tolerance. We address conflict openly and work together to seek solutions. We do not tolerate any kind of threat of violence, bullying, sexual harassment or discrimination.

#### Personal relationships in the workplace

Close personal relationships with colleagues, managers or employees may result in our professional dealings with these people or their work being affected by personal interests. This concerns all employees with technical and/or disciplinary leadership responsibilities. These employees must disclose any such conflicts of interest within their area of responsibility in order to resolve them from the outset.

#### Sustainability

We make sparing use of natural resources and protect the environment. Our aim is to keep the impact of our operations on people and nature as low as possible.

### Security and protection of information, knowledge and our company

#### Data protection

We all handle data from our customers, users, business partners and employees. Any processing of personal data must have a legal basis. We also protect personal data through high-level technical measures, in particular against loss, unauthorized access and prohibited disclosure. The aim is always to uphold the rights of the persons concerned.

#### IT and cyber security

Everyone in the company uses the IT systems in the course of their work and is under obligation to take the measures necessary to maintain the security of our IT systems against internal or external misuse or threats (cyber risks). Contact the IT department with any questions or problems.

#### Confidential handling of customer data (duty of confidentiality)

The trust placed in Wüest Partner by our customers is something we protect as a fundamental element of our business relationships. We respect our customers' desire for discretion and keep confidential data and information secret.

#### Disclosure of confidential information

Wüest Partner may disclose confidential information within the company group where it is necessary to maintain independence, provide services, avoid conflicts of interest or carry out quality control checks. Wüest Partner complies with legal regulations and industry standards.



### **Inventions and intellectual property**

Everyone in the company shall ensure that intellectual property (inventions and designs) is used or disseminated only with the permission of the originator or licence holder. At the same time, care must be taken that the intellectual property of Wüest Partner is not used improperly.

## **Communication and publicity**

### **Social media use**

We use social media to demonstrate our expertise and enhance the reputation of the company. Online activities related to the company are subject to the same rules as personal behaviour offline. The use of social media and assets is described in a separate guideline.

### **External communications**

As employees, managers or partners, we represent the company. Our communications convey our respect for our audiences, whom we treat as equals. We maintain an open and respectful dialogue with our customers and third parties.

### **Dealings with the authorities**

Everyone in the company complies with legal requirements and cooperates with the various relevant authorities.

## **Customer relations, performance and independence**

### **No exclusive relationships**

We are available to our customers at all times, but consciously decline to agree to exclusivity. This means that as a company we can act for third parties, in other words for our customers' competitors, in which case overlapping interests are avoided wherever possible. If there is the risk of a direct conflict of interests, we will only become involved if appropriate safeguards can be put in place.

### **Independent assessment**

We respect the views of our customers. Our project-related evaluations and recommendations are always based on our own independent assessment.

### **Fees and commission**

The model of fees should never affect our independence or influence the results of our work.

### **Gifts and invitations**

Gifts which exceed a specific country-dependent value and invitations extending beyond the scope of a normal business meal must be disclosed to the relevant compliance officer and be approved in advance. The thresholds are currently under development and will be outlined in a separate document at a later date. Invitations may not be extended in the expectation of a return favour. One special type of invitation is in the form of customer or PR events or presentations, in which we inform representatives of other companies about our services, products and latest developments.

### **Industry standards**

In our activities we are subject to the customary industry regulations. As member of relevant industry organizations, we are obliged to comply with the respective standards.

## **Conflicts of interest and secondary employment**

### **Restriction to consultancy**

As a company we do not engage in any transactions of our own on the real estate market, nor do we assume an active negotiating role in the transaction process.

### **Ban on insider trading**

We do not permit insider trading, i.e. the exploitation of confidential information the disclosure of which could influence the market rate of securities traded in Switzerland or abroad.

### **Secondary employment and political office**

All secondary employment must be disclosed as a matter of principle and may only be engaged in with written permission. Secondary employment consisting of holding political office is possible as long as this does not affect the interests of the company.

### **Active memberships and sponsorships**

We have some reservations about institutional networks, associations and sponsorships. Memberships must be directly related to the business activity and strengthen the position of the company. Employees are permitted to have personal memberships of networks or associations, provided there is no conflict with business activities.

### **Anti-bribery and anti-corruption measures**

We do not tolerate bribery or corruption. We expect anyone who observes corrupt behaviour to report it as outlined in the section "Procedure in the event of infringements".



## Ethics checklist

If there is any doubt in a particular case as to whether a decision meets the requirements of the Code of Conduct, the following questions are a useful checklist:

- Is my decision legal, and does it comply with the company's rules?
- Can I make the decision in the best interests of the company and free from competing interests of my own?
- Can I reconcile the decision easily with my own conscience?
- Can I disclose the decision to the public without any difficulty?
- Would the decision stand up to scrutiny by third parties?
- Does my decision preserve the good reputation of the company?

If the answer to each of these questions is "yes", the decision is most likely justifiable. Should doubts remain with respect to any of these questions, channels are available within the company for consultation. They are listed in the section "Procedure in the event of infringements".

## Procedure in the event of infringements, and contacts

We count on our employees and customers to let us know if they have reasonable suspicion or knowledge that the behaviour described in the Code of Conduct has not been adhered to.

The following reporting channels are available:

- Line managers
- HR contacts
- Compliance Officer
- Integrity Line for anonymous reporting (opens in September 2023)

The respective offices will check the reports and initiate the steps required to clarify the situation. If infringements of the Code of Conduct are ascertained, there will be consequences under HR law or disciplinary procedures in accordance with current regulations.

