

LOBBYING AND PUBLIC ENGAGEMENT POLICY

Florim USA recognizes the importance of engaging in public policy and advocacy in a transparent, responsible, and ethical way. As a Benefit Corporation, the company integrates positive impact for society and the environment into its business model, alongside its economic objectives.

When participating in advocacy or institutional dialogue, Florim USA supports initiatives, regulations, and public policies that contribute to environmental protection, social well-being, and the long-term health of the industries in which it operates. Positions taken are grounded in reliable information and, where appropriate, supported by sound data or scientific evidence.

Florim USA manages any political or advocacy-related contributions—whether financial or in-kind—with full transparency and accountability. Such contributions must align with the company's ethical standards, sustainability commitments, and stated purpose. The company does not engage in bribery, improper influence, or the use of indirect or “soft” contributions that could compromise integrity. All activities are conducted in compliance with applicable anti-corruption and anti-bribery laws, the company's Code of Ethics, and its internal governance framework and are grounded in integrity, accuracy, and respect.

Florim USA's advocacy efforts are focused on supporting the long-term health, sustainability, and competitiveness of the North American porcelain tile industry. This includes active participation in industry associations, such as the Tile Council of North America (TCNA), to promote fair trade practices, high product standards, and policies that encourage responsible manufacturing and environmental stewardship. Through this engagement, Florim USA contributes to collective efforts that strengthen the domestic industry and ensure a level playing field in relation to foreign tile manufacturers. However, Florim USA expects the organizations with which it engages to align with its values and policies. If an organization's actions or advocacy are found to be inconsistent with Florim USA's commitments, Florim USA will seek to address the issue with the organization and pursue corrective action. If alignment cannot be achieved, Florim USA may reconsider or terminate the relationship. Florim USA reviews relationships and activities annually, to ensure compliance with its values and policies.

The company does not make political contributions or provide financial or non-financial support with the intent of gaining undue influence or preferential treatment. Any permitted contributions or memberships are made transparently, properly recorded, and aligned with the company's values and legal obligations.

Responsibility for overseeing lobbying and public policy engagement rests with the highest governing body, the Board of Directors, in coordination with legal and corporate communications functions. All employees and representatives involved in these activities are required to adhere to this policy and to seek guidance when questions arise. Any concerns regarding potential violations are subject to review through established governance and compliance channels. The company maintains oversight and review mechanisms to identify and manage risks related to lobbying and public engagement.

Florim USA encourages the reporting of any concerns related to lobbying practices or public positions through its whistleblowing channel: <https://faceup.com/c/florimusa> All reports are handled confidentially, fairly, and transparently, in line with company procedures.

This policy is approved by Florim USA's Board of Directors, the company's highest governing body, which ensures its consistent application across all public policy and advocacy activities. The policy is published on the company website and available for download. It is reviewed annually and updated as needed to reflect significant organizational or operational changes.

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