

MERKUR

Enjoy the game

CODE OF CONDUCT

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CODE OF CONDUCT

PREAMBLE

We are an internationally active family-owned company that offers top-quality games anywhere it is permitted and at any time under the motto 'Enjoy the game'. We stand for responsible gaming.

We, the Supervisory Board and Management Board of Gauselmann AG, the Managing Directors, managers and employees of the entities in the Gauselmann Group consider legally-compliant, ethical and responsible conduct to be a fundamental and essential part of our corporate and social responsibility. Trust in the integrity and dependability of the companies in the Gauselmann Group is the key foundation for sustainable economic success.

All employees are called upon to use their judgement and discretion to ensure that our corporate principles are upheld within their sphere of responsibility, enabling us to fulfil our social responsibility as well as promote sustainable corporate development.

This Code of Conduct applies in principle to all companies of the Gauselmann Group. The only exception is MERKUR Spielbanken NRW GmbH, which has regulated its principles of conduct in a separate Code of Conduct due to specific regulatory requirements.

WHY THIS CODE OF CONDUCT?

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By carefully following the guidelines set out in this Code of Conduct, we contribute as a member of society, as an employer and as a business partner to a fair coexistence in society as well as with our employees and business partners. We promote a work environment and corporate culture in which we all perform to the best of our ability in order to meet the expectations our customers and business partners place in us. The objective of this Code of Conduct is therefore to create a reliable framework for responsible behaviour that both meets the legal requirements (including laws, regulations, directives, work instructions, contracts) and respects our ethical and social standards. Thus, this Code of Conduct serves as a normative guideline for our everyday activities.

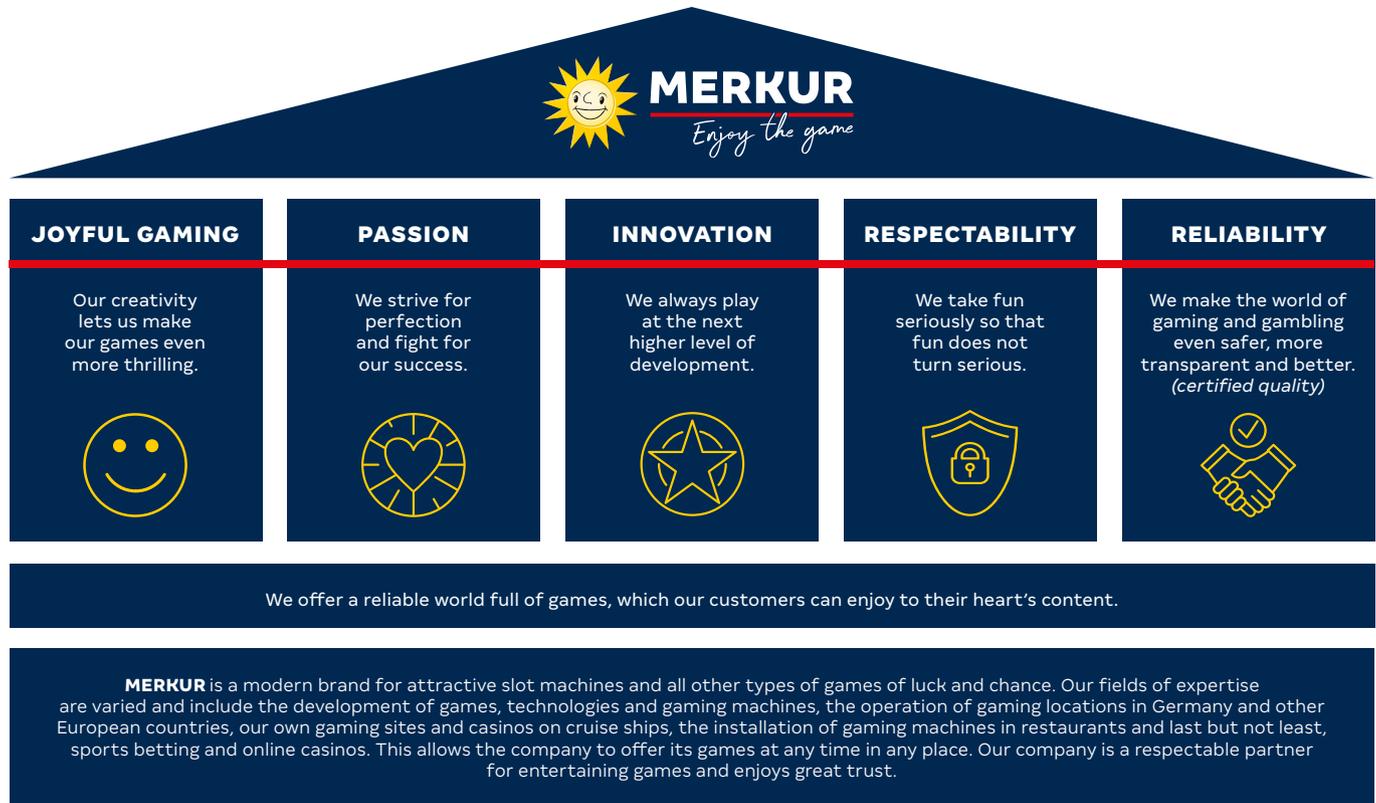
The Gauselmann Group has described human rights and environmental due diligence obligations in its Statement of Principles. In addition, (internal) national and international regulations exist in the form of organizational guidelines. They contain the concrete framework conditions and guidelines for fair as well as effective and efficient collaboration within the corporate group. Compliance with the Statement of Principles, the Code of Conduct and the organizational guidelines is not only of legal but also of considerable economic importance. They enhance the reputation of the group in the market, vis-à-vis supervisory authorities and with the general public. Consequently, violations of the Statement of Principles, the Code of Conduct or organizational guidelines can also lead to disciplinary actions. By living the Statement of Principles,

the Code of Conduct and the organizational guidelines both internally and externally, we sustainably protect ourselves against economic and legal consequences. For this reason, we appeal to all employees: Make yourself familiar with the contents of the Statement of Principles, the Code of Conduct and the organizational guidelines and work together with us to implement them on a daily basis.

OUR MISSION STATEMENT

Our mission statement forms part of our daily interactions and the corporate culture of the Gauselmann Group. Among other things, this includes our values “Joyful Gaming”, “Passion”, “Innovation”, “Respectability” and “Reliability”.

You can learn more in our “Purpose”.



OUR RESPONSIBILITY

We accept responsibility – as a member of society, as an employer and as a business partner.

Below, we further outline how this manifests itself in everyday practice and how you can make a significant contribution, with practical recommendations for action.



WE AS A MEMBER OF SOCIETY

5.1 Applicable law

Compliance with applicable law is a fundamental premise of how we conduct business. As a globally operating corporate group, all our business activities are based on adherence to the respective existing legislation – whether at local, national or international level. Compliance with internal company guidelines is likewise a matter of course for all management staff and employees. We apply a principle of ‘zero tolerance’ when it comes to violations of applicable law. Each and every one of us is duty bound to inform ourselves about the relevant legal obligations, instructions, guidelines and framework conditions relating to our sphere of work and responsibility and to abide by them. Culpable infringements of the law will not be tolerated and will be sanctioned accordingly under labour law or may lead to civil and/or criminal action.

We respect human and children’s rights as a fundamental guiding principle. We are opposed to all forms of child, forced or compulsory labour as well as modern slavery and human trafficking.

How can I contribute?

We keep ourselves informed about the relevant legal obligations, instructions, guidelines and framework conditions relating to our sphere of responsibility. If we have questions, doubts or indications of infringements of national or international law or internal company regulations, we use the whistleblower system. This enables us to anonymously report grievances without having to fear possible negative consequences. More information and access options can be found in the organizational guidelines.

As employees, we can also contribute to upholding human and children’s rights. If we notice indications of human rights violations in our working environment, we take steps to ensure such violations are prevented or ceased. Hints can be submitted at any time via the whistleblower system.

5.2 Social commitment

Social commitment has a particular focus within the Gauselmann Group. As part of society, we want to contribute to the economic and social welfare of our fellow human beings. Thus, the promotion of sports, donations to food banks and animal shelters as well as support for charitable organizations such as German Cancer Aid are matters close to the entrepreneurial family's heart.

The restoration of historically important buildings and monuments – such as Schloss Benkhausen or the “Alte Gießerei” (Old Forge) – as well as preserving the history of the vending machine industry at the German Coin-Op Museum – Gauselmann Collection are similarly of great importance to the Gauselmann family of entrepreneurs. For his multifaceted and generous social, cultural and sporting commitment as well as for his entrepreneurial achievements and tireless efforts on behalf of the German coin-op industry, Paul Gauselmann was awarded the Federal Cross of Merit 1st Class.

How can I contribute?

As employees, we have various possibilities to support campaigns initiated by the group – be it through fundraising runs, giving blood or providing donations for colleagues in need, and much more besides. By voluntarily participating in such initiatives, we demonstrate our social responsibility and at the same time make it part and parcel of our daily conduct. In many situations it is clear that the solidarity among colleagues is strong, and that in an emergency they can always be relied upon to provide moral and material support.

WE AS A MEMBER OF SOCIETY

5.3 Player protection

As a developer and manufacturer of games, gaming machines and technical solutions and as an operator of gaming arcades, casinos and online gaming offers, we are resolutely committed to consumer protection and responsible management of possible gaming risks. We therefore attach particular importance to this topic in all forms of gaming that we offer – whether gaming arcades, casinos, bingo as well as virtual machine games and sports betting.

We therefore created the group-wide central Prevention department in 2010 that coordinates and monitors all prevention measures and advises the management on all matters relating to problematic gaming behaviour and gambling addiction. The prevention measures include caps on winnings and losses, a strict ban on alcohol in all arcades and admission controls supported by state-of-the-art technical systems.

How can I contribute?

We are sensitised to the issue of player protection. We watch out for our guests. If necessary, we offer help and pass on enquiries to the Prevention department.

5.4 Regulatory compliance

We conduct our business exclusively in licensed and regulated markets. We comply at all times with the laws, directives and requirements stipulated by the legislator and the regulatory authorities. We also see to it that our business partners fulfil all legal requirements.

The Compliance Officers in the group entities ensure that the persons acting in the companies are aware of the applicable laws and directives. The Compliance Officers keep themselves informed at all times of any changes to the respective laws and directives and notify the companies accordingly.

How can I contribute?

The principle of acting in a compliant manner determines our daily work ethic across the company. We are aware that an infringement of applicable law jeopardises both our own operating licence as well as other licences of other companies in the group. We therefore have an overarching due diligence obligation. We ensure that this compliance culture is lived group-wide.

The central Regulatory Compliance department is always happy to clarify any questions or uncertainty regarding interpretation of the regulations. In the event of a disagreement, the Gauselmann Group Compliance Committee arbitrates.

WE AS A MEMBER OF SOCIETY

5.5 Data protection

We are aware of the high degree of sensitivity of the personal data provided to us by our employees, customers and business partners and protect them by treating them with care and confidentiality. The objective of data protection is to ensure that the information a data subject discloses for a specific purpose is used exclusively for said purpose. We therefore collect, process and use personal data only to the extent necessary and for the intended purposes. Access to confidential information is only granted to the extent necessary to fulfil the respective purpose ('need-to-know principle'). We respect the extensive rights of the persons whose data we collect, process and use. The personal data of employees, business partners and customers are treated with due diligence within the framework of the GDPR and employee data protection. To achieve these objectives, Data Protection Officers and Data Protection Coordinators have been appointed for the companies in the Gauselmann Group.

How can I contribute?

We observe the data protection rules relevant in our area of activity with due diligence. We collect personal data only to the extent strictly necessary for a legitimate and lawful purpose. Furthermore, we undertake to use data and information that come to our knowledge in the course of our business activities exclusively to the extent necessary and appropriate to perform our work. We report every breach of data protection immediately to the relevant Data Protection Coordinator and rigorously protect company documents and records as well as customer, company and employee data against unauthorized access. When accessing confidential information, we always first question the necessity.

Where necessary, we have recourse to the advice and support of the responsible Data Protection Coordinators in the respective companies in matters relating to the handling of personal data.

If we observe, notice or otherwise identify violations of data protection law, we contact the responsible data protection coordinators, the data protection officer or use the whistleblower system.

5.6 Environmental protection

The Gauselmann Group has been committed to environmental protection and sustainability for years under the motto 'Recognise savings potential, Spare resources, Protect the environment'. This is not just an intention but is a fixed component of everyday operating activities and of the company's philosophy. Efficient management of resources is an important corporate goal. The group is mindful to minimise the impact of its activities on the environment – whether in the development of new products and services or in day-to-day operations. We are committed to resource husbandry and for this reason continuously optimise our organizational and technical workflows. The Gauselmann Group has a Europe-wide energy management system that is certified to ISO 50001:2018 and therefore complies with the European requirements for energy conservation. In addition, development, production and sales at adp Gauselmann GmbH are certified to the valid environmental management standard ISO 14001:2015.

The company has relied on regenerative energy sources for many years. As far back as 1999, a wind turbine was erected at the development and production site in Lübbecke. In the years that followed, photovoltaic systems were installed on various buildings.

Besides optimising all in-house processes, the group also supports sustainability projects through the Paul and Karin Gauselmann Foundation. Furthermore, on the occasion of his 85th birthday, Paul Gauselmann donated 85,000 trees for the afforestation of local deciduous forests in order to counteract climate change.

How can I contribute?

In carrying out our activities, we give consideration to environmental concerns and ensure that our processes have as little negative impact on the environment as possible. Only if we as employees are sensitised to these issues can we reduce consumption on a sustainable basis. We can support this, for example, by reducing waste or saving electricity or printer paper.

WE AS AN EMPLOYER

6.1 Mutual respect

Fair, considerate and respectful conduct towards one another is the basis for our day-to-day actions. As an internationally operating family business, we focus on the strengths of each and every employee. Diversity is a self-evident and integral part of our interactions. We promote a working environment that is characterised by respect and tolerance. We respect the opinions of others. Any form of discrimination or harassment of others on the basis of their age, gender, religious beliefs, skin colour, world view, race, ethnic or social origin, disability, sexual identity and orientation or political ideology is prohibited and will not be tolerated. Equal opportunities and equal treatment are important cornerstones for fair, unprejudiced and open interaction.

It goes without saying that we take employee rights into consideration.

We respect the right to freedom of expression, as well as the protection of personal rights and privacy. As with compliance with applicable law, here, too, we apply a principle of 'zero tolerance' in the event of a violation.

How can I contribute?

We treat all individuals fairly, considerately and respectfully and are mindful that our fellow human beings do likewise. We respect the different opinions of others. If we observe deviations from the principles of equal opportunities and equal treatment (e.g. harassment, bullying, discrimination), we point out the misconduct to the person in question, contact the Equality and Diversity Officer or use the whistleblower system.

6.2 Occupational health and safety

The health and safety of our workforce are top priorities for us. We therefore attach great importance to implementing the applicable health and safety regulations throughout the group.

In addition, we promote the health, performance capacity and job satisfaction of our employees through continuous improvement of working conditions and a variety of preventive and health promotion measures.

How can I contribute?

We accept responsibility for our health and safety and watch out for our fellow human beings. We therefore comply unreservedly with the safety regulations and immediately report any grievances or remedy them in our own area of responsibility. Every manager is called upon to support their staff in discharging this responsibility.

By voluntarily taking advantage of the preventive and health promotion measures on offer, we actively contribute to staying fit and healthy.

WE AS AN EMPLOYER

6.3 Trade secrets

Trade secrets have a high economic value for the Gauselmann Group. This applies in particular to such information that the employer or business partner classifies as confidential, which is not generally known, or where it is evident from the circumstances that it may not be disclosed to third parties. This includes, for example, details regarding the organization and remuneration of the employer, as well as information relating to business, research and development processes, internal accounting figures and information that is the object of appropriate confidentiality measures, in particular contractual or technical-organizational access and/or authorization restrictions (e.g. encryption, passwords, training, etc.).

The use of information must always be linked to the specific purposes of task fulfilment and duties pursuant to the employment contract and attention must be paid to ensure appropriate confidentiality and environmental security.

The Gauselmann Group entities have defined business information they deem relevant to their activities that is worthy of protection. This includes, for example brands and trademarks, patents, production processes, prototypes, customer, supplier and employee data, balance sheets, construction plans, market and location analyses and business strategies. This is knowledge that must not fall into the hands of third parties without authorization or be used without authorization. Access to trade secrets that are worthy of protection must be denied to both outsiders

and other employees who are not in possession of such information or who would otherwise not normally have access to such information.

How can I contribute?

We observe the duty of confidentiality relevant to our sphere of activity both towards third parties and other employees. Furthermore, we undertake to use general information as well as trade secrets that come to our knowledge in the course of our business activities exclusively to the extent necessary and appropriate to perform our work. We report any breaches of confidentiality to our superior or the Compliance department without delay.

If we have questions or doubts about the use of information vis-à-vis third parties or other employees, we always seek the advice of our superior.

6.4 IT use and security

We use only approved IT systems when carrying out our tasks, and by doing so help to protect our systems and machines – and hence our data – against internal and external misuse. Appropriate security measures such as passwords, approved technologies and licensed software help us to protect our data. Failure to comply with necessary security measures can have serious consequences for the company, such as data loss, theft of personal data or violations of copyright or the Trade Secrets Act. Malfunctions and system failures must be reported to IT Organization immediately. 'Data breaches', i.e. unauthorized access to information by third parties, must also be reported immediately to allow appropriate countermeasures to be taken in good time.

All companies in the group can draw on the services of BEIT as the group-wide IT service provider that makes IT facilities and systems available as well as system and application software. BEIT operates an information security management system (ISMS) and is regularly certified in accordance with ISO 27001 and ISO 9001.

How can I contribute?

When we leave our workplace, we protect our data from unauthorized access. If we attend a meeting or take a lunch break, for example, we block our screen with a password, do not leave mobile devices unattended, protect data media and documents from unauthorized access and lock unoccupied rooms.

We only use approved data media and systems to exchange data with internal and external parties. We prefer to receive internal documents via e-mail rather than using a flash drive. We do not open e-mails that contain links and attachments that appear suspicious to us or that have an unknown sender, and report this information to IT Organization. Like this, we prevent malware from infiltrating the company network.

WE AS AN EMPLOYER

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6.5 Communication and external image

The Gauselmann Group looks back on a history spanning more than 65 years. Over the decades, the MERKUR sun has become known all over the world. As one of the most well-known gaming and good luck symbols, it represents one of our most important assets that we are keen to protect. For this reason, it is important that we communicate our brand uniformly, consistently and in a targeted manner. Every employee should therefore be aware that they may also be perceived in the private sphere as part of and thus as a representative of the Gauselmann Group, and as such is expected to uphold the reputation and standing of the group and the MERKUR sun through their conduct and demeanour in public, especially in dealings with the media. We ensure that the reputation of the Gauselmann Group is upheld. A uniform and consistent corporate image is ensured by the central Corporate Communications department. We also ensure that the reputation of customers, business partners and colleagues is protected. As a matter of principle, we attach importance to open and transparent communication.

How can I contribute?

When expressing our private opinions, we are careful not to establish a link between our function or job within the Gauselmann Group and our private remarks. We explicitly state our own position as such. We also heed these recommendations when using social media. However, we also give consideration to compliance with statutory requirements such as data protection, copyright and trademark laws and, in particular, the limits of free speech. It is prohibited to upload videos or photos of the workplace on social media, as a quick snapshot may unintentionally show internal information.

(Press) enquiries relating to the Gauselmann Group or individual family members should be forwarded immediately to the central Corporate Communications department.

WE AS A BUSINESS PARTNER

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7.1 Fair and free competition

Fair and free competition and compliance with the applicable competition and antitrust laws prevent distortion of the market. In particular, it is prohibited to enter into agreements or concerted practices between competitors with the purpose or effect of preventing or restricting free competition. This includes, for example, unlawful sharing of information, price fixing and market allocation with competitors or suppliers. It is also prohibited to interfere with competition by abusing a dominant position on the market. Furthermore, the Gauselmann Group does not obtain any information by means of bribery or other unfair means. In order to guarantee fair competition, the Gauselmann Group also expects its business partners to assume their full personal responsibility.

How can I contribute?

We are all duty bound to comply with the rules of fair and free competition. We limit discussion with competitors to very general topics. If, for example, a conversation with competitors touches on commercially sensitive or product-specific information, we leave the conversation immediately and distance ourselves from it. If we become aware of suspicious situations, we immediately report them via the whistleblower system.

WE AS A BUSINESS PARTNER

7.2 Corruption and conflicts of interest

The basis of successful and sustainable business activity is entrepreneurial behaviour based on integrity and transparency. For this reason, any corrupt behaviour that is damaging to the company is deemed unacceptable and must be deterred. Employees of the Gauselmann Group may not offer business partners any benefits or in turn receive or accept such benefits that might as a result impair an objective and fair business decision or even create the appearance of doing so. The value of gifts should not exceed an acceptance threshold that forces the recipient into any form of binding dependency or gives the appearance of an attempt to influence. Gifts or benefits may not be given in order to unduly influence the recipient or obtain or retain an improper business advantage. In addition, gifts/benefits are always authorized and documented in advance.

The company's business relationships should not be used for the personal advantage of company members or third parties, or to the disadvantage of the company. The Gauselmann Group attaches importance to ensuring that its employees do not experience conflicts between their private (e.g. through personal or financial involvement) and professional interests in the workplace. All employees of the Gauselmann Group are therefore expected to conduct themselves in such a manner that no personal dependency,

obligation or influence arises. This implies first of all that all employees avoid conflicts of interest or even the appearance of any such conflicts in normal business practice. Conflicts of interest may arise in particular when private and financial interests influence or appear to influence employees' judgement, when private and company interests become blurred or company decisions are made on the basis of personal interests.

How can I contribute?

We are duty bound to comply with applicable anti-corruption laws and internal policies and standards. We have an obligation to immediately seek advice or assistance via the whistleblower system in the event of attempted corruption, reasonable grounds for suspicion or legal doubts where significant indications of corruption exist, or conflicts of interest. We do not accept bribes. We inform the company about gifts/benefits and invitations and make any gifts received available on request. In addition, we adhere to in-house processes for dealing with gratuitous gifts and benefits.

7.3 Anti-money laundering

We are committed to complying with applicable anti-money laundering laws and anti-terrorist funding laws. Money laundering is the process of disguising the origins of proceeds and assets acquired through criminal activity such as drug, human and illegal arms trafficking, fraud, corruption, cybercrime, theft, embezzlement or environmental offences, as well as reintroducing these proceeds and assets back into the legitimate financial or economic cycle. Criminals disguise the origin of 'dirty' money or assets generated by criminal activity, for example, securities, company shares, luxury goods, etc. by 'laundering' them to make them look 'clean', and thus escape the grip of the law enforcement authorities. To protect ourselves against being used for the purposes of illegal business practices, money laundering and terrorist funding, we comply with the national and international legal and regulatory anti-money laundering requirements.

How can I contribute?

We remain vigilant at all times and report suspicious, money laundering-relevant facts relating to customers, business partners or other third parties to our Money Laundering Officer. Furthermore, in our area of responsibility we comply with all regulations pertaining to the documentation of transactions and contracts. We only do business with reputable customers, suppliers and business partners who are engaged in legitimate business activities. We only accept money that originates from legitimate sources. We inform the Money Laundering Officer of any indications of money laundering.

GUIDE FOR DECISION-MAKING

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If at any time we are unsure whether a decision is in line with the requirements of this Code of Conduct, we check against the following questions:

1. Is a decision legally permissible and does it comply with the company's rules (e.g. organizational guidelines)?
2. Can a decision be made in the best interests of the company and free from conflicting self-interests?
3. Can a decision be easily reconciled with our own conscience?
4. Is a decision ethically correct?
5. Can a decision be openly revealed outside the company? Would it also stand up to scrutiny by third parties? Does a decision uphold the company's good reputation?

If the answer to each of these questions is 'yes', the decision is in line with our Code of Conduct.

If questions or doubts remain, we report them via the whistleblower system or contact the persons stated in the company's internal guidelines.

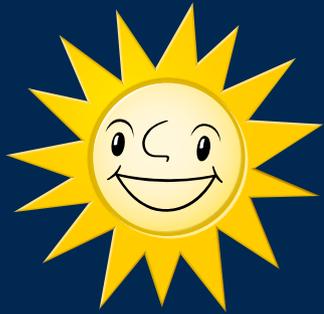
COMPLIANCE WITH THE CODE OF CONDUCT

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We are familiar with the Code of Conduct and comply with the provisions therein. We are aware that failure to observe the principles set forth in the Code, also in conjunction with applicable policies, may impact individual goal attainment and even result in disciplinary action, up to and including termination of the employment contract.

We report potential violations of laws, rules, regulations, internal (organizational) guidelines, the Statement of Principles or the Code of Conduct via the whistleblower system or contact the responsible company department (e.g. Data Protection, Compliance, Money Laundering) promptly and without delay.

- THE BOARD -



MERKUR

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