

Declaration of Principles

As one of the top five toy manufacturers in Europe, the SIMBA DICKIE GROUP is active around the globe with 3,000 employees. The diverse range of toys includes more than 4,000 articles, ranging from the well-known BIG-BOBBY-CAR and Schuco collector models to the Steffi Love dress-up doll from Simba Toys and wooden building blocks from Eichhorn or toy cars from Majorette and Dickie Toys. The company philosophy can be described in five words: we love to make toys.

This guiding principle is reflected in the values of trust, entrepreneurial spirit, environment, passion, teamwork and down-to-earthness.

Human rights, working conditions and occupational health and safety

Respect for human rights is a fundamental value of the Simba Dickie Group. In our relationships with employees and business partners, we strive to respect and promote human rights in accordance with Guiding Principles adopted by the United Nations Human Rights Council. These values apply to the Simba Dickie Group and its subsidiaries.

We reject any form of human trafficking, child labor, slavery and forced labor. The Simba Dickie Group does not tolerate any violations of these human rights. Furthermore, we do not tolerate discrimination on the basis of skin color, gender, religion, age, nationality, social and ethnic origin, pregnancy, disability, ideology, sexual orientation, political and trade union activities.

In doing so, we recognize that the Simba Dickie Group has a responsibility to uphold and support internationally recognized human rights standards for its value chain. We consider it our duty to comply with national and international laws and regulations at our sites worldwide.

Occupational safety and health protection are among the indispensable support processes of our company. The company consistently complies with applicable occupational health and safety laws worldwide.

Remuneration, working hours and freedom of assembly

The Simba Dickie Group compensates its employees fairly. Where applicable, compensation complies with the legally guaranteed minimum wages or minimum standards of the respective countries. We compensate employees for their individual or collective performance in accordance with local principles.

The Simba Dickie Group complies at a minimum with the applicable national working time regulations, such as rest periods, vacation and time off.

The Simba Dickie Group recognizes the right of all employees to form employee representative bodies and to engage in collective bargaining to regulate working conditions.

Our culture is characterized by trust and regular dialog between employees and the company.

Responsibility for the environment

The Simba Dickie Group achieves our goal of minimizing the impact on the environment by using resources in an environmentally friendly way. This applies not only to our production processes, but also to our products. We take ecological aspects into account as early as the product development stage and incorporate customer-specific requirements.

The Simba Dickie Group focuses above all on energy (energy efficiency, reduction of CO2 emissions), air quality and water, as well as on the responsible use of raw materials and supplies.

Environmental standards such as environmental and energy management systems support our efforts to continuously improve and provide clear targets, for example, to reduce our carbon footprint. Compliance with environmental legislation is the self-evident minimum for the Simba Dickie Group. We ensure that we fulfill our obligations in accordance with the requirements of laws, regulations and directives.

Dealing with business partners

The Simba Dickie Group also expects its business partners to comply with and implement these principles along the value chain.

These principles are the basis of our business relationships with our partners.

Adherence to these values and the consistent pursuit of violations of individual provisions have a significant influence on our business relationships, up to and including the termination of these relationships.



Florian Sieber
CEO



Manfred Duschl
CFO



Uwe Weiler
COO