



# Statement of General Business Principles

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# 1 Introduction

The Omda Statement of General Business Principles (SoGBP) defines our standards for ethical business practices across all companies and countries. This document sets forth guidance for our business decisions, including company actions as well as the individual behaviour of employees when conducting Omda business, ensuring we do things fairly, legally and with integrity.

The Omda SoGBP sets basic requirements for business conduct and serves as a foundation for all our company policies, procedures and guidelines, which provide further guidance on actions and behaviours.

## 2 Objectives

Omda and its companies engage efficiently, responsibly, and profitably in the digital healthcare industry through actively selected business verticals. Omda achieves growth through a strategic combination of organic sales and select mergers and acquisitions.

Omda is committed to the highest standards of performance and conduct, aiming to maintain a long-term position in our respective competitive niches.

### a) Vision

Smarter ways to a safe and healthy world.

### b) Mission

Providing proven, focused software for health and emergency professionals to know more and work smarter.

### c) Core Values

User centric, ambitious, curious, collaborative

## 3 Responsibilities

In pursuing our business objectives, we aim to be a responsible partner to our communities, acting with integrity towards our customers, employees, business partners and shareholders, as well as society. Omda and its companies recognise five areas of responsibility:

### a) To customers

We are committed to improving patient's lives by offering innovative niche software that enables excellent care. We win and maintain customers by developing and providing software and services which offer meaningful value in terms of functionality, quality, and safety, and which are supported by the requisite technological and commercial expertise. We are committed to listening and learning from our customers, enabling us to develop products that deliver the greatest value for their operations.

### **b) To employees**

We value our employees and recognise they are our greatest asset. We respect the human rights of our employees, and foster a healthy, safe and productive work environment. We offer competitive terms and conditions of service and promote the development and best use of human talent and equal opportunity employment. We encourage employees to be involved in the planning and direction of their work, and in the application of these principles within the company. We know that commercial success depends on the full commitment of all employees.

### **c) To those with whom we do business**

We pursue mutually beneficial long-term relationships with customers, partners, and suppliers, and promote the application of these principles while doing so. We make decisions based on our ability to promote these principles effectively, and this is an important factor in decisions regarding whether to enter into or remain in such relationships.

### **d) To shareholders**

We are committed to conducting our business in accordance with the standards of good corporate governance. We aim to protect shareholders' investment and provide an acceptable return.

### **e) To society**

We are committed to conducting our business as a responsible corporate member of society, observing the laws of the countries in which we operate. We support and respect fundamental human rights in line with the legitimate role of business and strive to ensure that our activities give due regard to health, safety, and the environment. Omda in addition supports the Ten Principles of the UN Global Compact.

These five areas of responsibility are seen as inseparable. Therefore, it is the duty of management to continuously assess the priorities and discharge its responsibilities as best it can be based on that assessment.

## **4 Economic Principles**

Profitability is essential to discharging these responsibilities and staying in business. It is a measure of both efficiency and of the value that customers place on Omda products and services. It is essential to the allocation of the necessary corporate resources and to support the continuing investment required to develop and produce software solutions to meet customer needs. Without profits and a strong financial foundation, it would not be possible to fulfil the responsibilities outlined above.

## **5 Business Integrity**

We insist on honesty, integrity, and fairness in all aspects of our business and expect the same of all those with whom we do business. The direct or indirect offer, payment, soliciting or acceptance of bribes in any form is unacceptable. Employees must avoid conflicts of interest between their private financial activities and their part in the conduct of company

business. All business transactions on behalf of a Omda company must be reflected accurately and fairly in the accounts of the company, in accordance with established procedures, and be subject to audit.

## **6 Political Activities**

### **a) Of companies**

Omda companies act in a socially responsible manner within the laws of the countries in which we operate, in pursuit of our legitimate commercial objectives.

Omda companies do not make payments to political parties, organisations or their representatives or take any part in party politics. However, when dealing with governments, Omda companies have the right and the responsibility to make their position known on any matter which affects themselves, their employees, their customers, or their shareholders.

### **b) Of employees**

Where individuals wish to engage in activities in the community, including standing for election to public office, they will be given the opportunity to do so where this is appropriate in the light of local circumstances, provided the engagement does not represent any conflict of interest between the individual and the company.

## **7 Competition**

Omda companies support free enterprise. We seek to compete fairly and ethically and within the framework of applicable competition laws and will not prevent others from competing freely with us.

## **8 Privacy**

Omda is strongly committed to protecting the privacy of its customers, employees, business partners, investors and others who entrust us with their personal information. We comply with all applicable laws in each country in which we operate. Personal information is collected only for legitimate business purposes, shared only with those who are allowed access, protected in accordance with security policies and retained only for as long as necessary.

## **9 Scope**

The Omda Statement of General Business Principles applies to all employees of Omda AS and its subsidiaries.

The SoGBP is not all-encompassing but sets out a minimum standard of behaviour. Omda's underlying policies, procedures and guidelines form an integral part of our business practices. This document is reviewed on a regular basis and revised when necessary.

## 10 Revision History

Date	Revision #	Change(s)	Author
27.09.23	2.0	Implemented change to Omda AS, including revised vision, mission and values.	H. Døcker