Sponsoring charter

Tero Group is active in hospitality, sports, and leisure and promotes universal values such as health and integrity. By purchasing visibility and association rights, our sponsors provide us with a significant revenue stream that is a key part of our business.
This sponsoring charter defines guidelines for how we work alongside our partners to create meaningful and long-term value.

1) Excluded sectors and practices

To ensure maximum objectivity and alignment with international standards and its core values, we base our exclusion criteria on the European Investment Bank Group excluded activities list, which is also used as a reference framework for controversial and ineligible industries as per **B Corporation** Standards[1].

1.1. Systematic Sector Exclusions

We strictly exclude partnerships with companies whose primary business activities (generating a significant portion of their revenue) fall into the following highly controversial or impactful sectors, identified by their official NACE codes:

NACE codes	Description
Fossil Fuels	
05	Mining of coal and lignite
06	Extraction of crude petroleum and natural gas
08.92	Extraction of peat
09.100	Support activities for petroleum and natural gas extraction
19	Manufacture of coke and refined petroleum products

[1] B Corp industry definitions: clients in controversial and ineligible industries

Weapons and Military	
25.4	Manufacture of weapons and ammunition
30.4	Manufacture of military fighting vehicles
47.783	Retail sale of weapons and ammunition in specialised stores
84.22	Defence activities
Tobacco	
01.15	Growing of tobacco
12	Manufacture of tobacco products (Includes e-cigarettes, vaping devices, and heat-not-burn technologies)
46.215	Wholesale of unmanufactured tobacco
46.350	Wholesale of tobacco products
47.260	Retail sale of tobacco products in specialised stores
Ethics and Social controversies	
92	Gambling and betting activities (with the exception of state-owned, public-interest lotteries whose revenues are legally mandated to support sports, culture, and social programs)
Can be 59.11 (for film production), 58.14 (editing magazines/photos), 63.12 (internet diffusion), 47.78 (shops),...	Pornography
84.23	Prison and detention centers

1.2. Behavioral and Structural Exclusions

Regardless of their NACE code, we do not partner with companies involved in any of the following practices:

- **Human Rights & Labor Violations:** Verified non-compliance with the UN Global Compact principles or the OECD Guidelines for Multinational Enterprises (EU SFDR PAI 10).
- **Ethics & Governance Breaches:** Activities involving corruption, bribery, proven deliberate violation of tax legislation.

We reserve the right to decline any association with companies involved in confirmed or suspected cases of:

- **Environmental and Biodiversity Harm:** Activities negatively affecting biodiversity-sensitive areas (EU SFDR PAI 7) or generating disproportionate hazardous waste (EU SFDR PAI 9).
- **Negative Social Impact:** Brands, products, or parent companies associated with violence, racism, hate speech, or discrimination in any form.

2) **Certified Excellence**

We prioritize companies that actively demonstrate their commitment to sustainability through recognized certifications, such as B Corporation, ISO 14001, Eco-dynamic Enterprise, ISO 50001, The Green Key or any other recognized label.

3) **Long-term partnerships**

We prioritize long-term partnerships that resonate with our core values and commitment to change.

4) **Values fit**

- **Sports and Health consistency**: As an operator of sports clubs and a promoter of sport events, Tero Group prioritizes collaborations that promote performance and a healthy lifestyle. Consequently, we reserve the right to exclude any brand whose activities or products directly contradict the standards of nutrition, physical fitness, or public health inherent to sporting practice.
- **Sustainability:** Our activities are rooted in a commitment to providing our guests, participants, members and communities with authentic moments to reconnect with themselves, others and nature. We are proud to work with a

local organic farm and we want to be coherent. Therefore, we reserve the right to exclude any business that does not resonate with our practices.

- **Integrity and reputation**: Tero Group is committed to protecting the image of its events, its members, and its long-standing partners. We reserve the right to decline any association with entities whose practices, public controversies, or brand image could harm the global reputation of Tero Group or its stakeholders.

5) Ethical termination and morals clause

Tero Group reserves the right to decline or terminate a sponsorship, should the sponsor fail to align with our Code of Conduct or in the event of a major scandal, criminal investigation, or any public controversy involving the sponsor that could significantly damage the reputation, brand image, or values of Tero Group and its ecosystem.