



Whereas

- DUCATI MOTOR HOLDING S.p.A., A Sole Shareholder Company, A Company subject to the Management and Coordination activities of AUDI AG, legal residence Via Cavalieri Ducati n. 3, VAT 05113870967, ("Ducati") developed a project named "Ducati Official Club" ("D.O.C.") open to those clubs that share a passion for Ducati motorcycles and the values outlined in more detail below, and undertake to observe these regulations (the "Regulations");
- Clubs that become affiliated to the "Ducati Official Club" and as such obtain the qualification of "D.O.C." receive certain privileges and services made available by Ducati with an aim to support their activities;
- The club has read these Regulations and its annexes and intends to accept them and undertake to observe them in full, and hereby applies to become a D.O.C. by having the Regulations duly signed and every page thereof initialled by an authorised signatory and returning them to Ducati, that will decide – at its sole discretion – whether to grant the club the D.O.C. qualification and provide the associated benefits as listed below.

## DUCATI OFFICIAL CLUB REGULATIONS

### Article 1 – Mission, goal, purpose

#### 1.1 Mission

The D.O.C. brings together persons who have a passion for the Ducati brand and promotes such passion, sharing the values and vocation of the brand, as well as the company's mission to conceive, design and manufacture premium-brand sports motorcycles with exclusive Italian design, distinctive features and superior performance proven at race tracks throughout the world.

Style, Sophistication, Performance and Trust are Ducati's core values. Ducati bikes are the result of technique, design and passion. The Italian style essence can be found in the lines of each bike, where lightness, technology and high performance serve all enthusiasts who want to live an incredible experience on two wheels.



The highest quality standards, constant innovation and attention to safety are just some of the features that identify Ducati bikes and guide the development of each new product.

## 1.2 Goal

The goal of D.O.C.s is to share the values of the Ducati brand in their respective territories by bringing together persons who share the same interests, and bringing them closer to the Ducati world by organising and taking part in activities aimed to build an active, dynamic community that shares the same passion.

To this end, the D.O.C.s cooperate with Ducati and all stakeholders that are part of the "Ducati company" system, such as employees, co-workers, dealers, suppliers, licensees and sponsors, to promote the Ducati passion.

## 1.3 Purpose

The main purpose of all D.O.C. activities must be to share motorcycle passion around the Ducati brand through multiple experiences in compliance with the laws in force where each D.O.C. is based and with the values of the brand.

# Article 2 – Support from Ducati

## 2.1 General

Ducati will support the D.O.C.s in their activities centred around the passion for Ducati motorcycles organised by the D.O.C.s by providing certain services and benefits reserved for them.

## 2.2 Digital platform

Ducati will make available to D.O.C.s a digital platform offering certain features, including:

- Management of club affiliation process.

**Ducati Motor Holding spa**

[ducati.com](http://ducati.com)

Via Cavalieri Ducati, 3  
40132 Bologna, Italia  
Tel. +39 051 6413111  
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Società a Socio Unico  
Società soggetta all'attività di Direzione  
e Coordinamento di AUDI AG



- Insertion and sharing of events calendar organised by the club.
- Possibility to manage the contacts of active and potential members so as to communicate and share the club's activities and initiatives. It is understood that such activities as well as any activities that involve the processing of personal data shall be carried out in compliance with applicable data protection laws.
- Dedicated area for communications with Ducati to manage any support requests in a structured way.

### 2.3 Exclusive benefits for D.O.C.s

Ducati may provide the D.O.C.s with the following benefits, subject to compliance by the club with the conditions expressed in art. 3 of these Regulations:

- **Visibility**

Ducati undertakes to give visibility to D.O.C.s on its websites and posting a link to the D.O.C.'s website on its site; likewise, the D.O.C. shall provide a link from its website to the relevant Ducati site for that geographic area free of charge. Ducati may emphasize D.O.C. initiatives on its websites, provided that the publishing conditions established by Ducati are complied with.

- **President kit**

Ducati undertakes to send to all D.O.C.s the "President Kit" certifying the official acknowledgement of the club for the current year.

- **Benefits for members**

- D.O.C. Membership Kit containing the digital D.O.C. membership card, D.O.C. pin and patch for the current year.

- Free guided tour of the Ducati Factory.

- Free access to the Ducati Museum.

- Participation in events and activities, such as the following, on favourable conditions:

- › World Ducati Week (WDW)

- › Ducati Riding Academy

- Access to annual agreements with Ducati partners and suppliers



It is understood that the aforementioned benefits may be granted by Ducati only and exclusively to members correctly entered into the platform, registered on the Ducati website and whose consent to the processing of personal data by Ducati Motor Holding has been duly given.

- **Training**

Ducati aims at developing training and updating activities reserved to the D.O.C.s on various topics being significant for the company.

## **Article 3 – Requirements and fulfilments**

### **3.1 Eligibility for D.O.C. affiliation**

Any club or entity, with or without legal personality, governed by rules in compliance with the laws and regulations in force in its respective territory may submit an application for affiliation to D.O.C., by accepting these Regulations in full and fulfilling the formalities established hereunder.

A collaboration with an official Ducati Dealer is a prerequisite, as this latter will have to confirm its support to the club to make its annual membership effective.

It is understood that the required information to be provided to Ducati must be true, accurate and complete. Failure to fulfil this obligation will result in refusal of affiliation or loss of qualification for affiliated clubs, without prejudice to the provisions under art. 3.8.

Ducati reserves the right to accept and consider, at its sole discretion, applications for new affiliation or for renewal of existing affiliation from D.O.C.s who have obtained the qualification in the past.

In any case, for the affiliation it will be essential to get a positive outcome in the preliminary verification, according to Ducati's internal compliance processes, of the absence of elements that indicate incompatibility with the Ducati values set out in the Ducati Code of Ethics with reference to the club and the President of the club.



### **3.2 Prohibitions and obligations**

D.O.C.s may not pursue any commercial, political or religious purposes and may not under any circumstances carry out activities in competition with Ducati or with Ducati dealers, its partners, licensees or suppliers, or in contrast with any activity carried out by Ducati; failure to comply with this provision shall result in loss of qualification as D.O.C. effective immediately.

D.O.C.s agree to obtain Ducati's written consent before engaging in any activities which may involve other entities/brands that may be in conflict/competition with Ducati.

D.O.C.s undertake to perform activities in compliance with the law and applicable regulations in force in the place where they operate and to not make improper use of the benefits granted by Ducati in any way.

D.O.C.s are fully independent, separate and autonomous from Ducati and under no circumstances shall Ducati be held liable for D.O.C.'s activities.

### **3.3 Ducati Code of Ethics**

D.O.C.s undertake to observe the "Ducati Code of Ethics" (Annex 2) which defines the founding principles and values of the brand to which the D.O.C. are required to align themselves in the performance of their activities and in their relations with third parties.

In the event that the D.O.C. is found to have violated any of the principles contained in the Ducati Code of Ethics, the qualification of D.O.C. may be revoked by Ducati and the D.O.C. shall indemnify and hold harmless Ducati from any liability/claim of third parties/reputation damage that may arise.

### **3.4 Road safety**

In line with Ducati's activities aimed to promote road safety, the D.O.C. commits to encourage the use of motorbikes on the basis of safety criteria and in compliance with the reference regulations, accepting as of now to divulge any Ducati initiatives in this regard.



### 3.5 Minimum membership

In order to qualify as a D.O.C., clubs shall have a minimum membership, which is established by Ducati according to geographic area and number of Ducati motorcycles in the field in that area. Indications for the year 2026 are as follows:

- Asia/Africa/South America/Eastern Europe: minimum membership of 25 including President and members of the Board of Management.
- North America/Europe/Oceania: minimum membership of 50 including President and members of the Board of Management.

### 3.6 Affiliation process

There are two types of affiliation application process aimed at obtaining the "D.O.C." qualification.

#### New affiliation:

- i. The President of the club is required to send the application as explained in the dedicated section of Ducati website, by providing all the requested information.
- ii. After Ducati has verified compliance of the preliminary information provided, the President of the club receives temporary access rights to the platform in order to complete the affiliation application process.

There is no fixed submission term for the new D.O.C. affiliation process during the calendar year, and an affiliation application can be submitted at any time during the year.

After these activities are completed and Ducati has approved the application, Ducati will inform the applicant that the process has been completed successfully and the club has obtained the D.O.C. qualification.

#### Affiliation renewal:

- i. At each renewal it is required to accept and sign the Regulations in force on the renewal date.
- ii. The President of the club will check and update the club information as registered on the platform.



- iii. At each renewal a formal approval is required confirming the co-operation of the official reference Ducati Dealer.

After these activities are completed and Ducati has approved the application, Ducati will inform the applicant that the process has been completed successfully and the club maintains the D.O.C. qualification.

### **3.6.1 Obtaining the title of "Approved Ducati Official Club"**

Each D.O.C. approved by Ducati will be assigned a progressive number, linked to the date of its first affiliation, which will certify the longevity of the club's affiliation to Ducati, based on the date of first affiliation and, if not available, the date of the club's foundation. In case of equal dates, the club with the highest number of members will receive the lowest number.

## **3.7 Analysis and reporting activities**

Ducati reserves the right to monitor D.O.C. member's satisfaction by sending them communications in compliance with data protection law in force.

Ducati also reserves the right to raise at any time the incompatibility of the D.O.C. with the ethical values of the brand.

The D.O.C. undertakes to submit six-monthly reports on club affairs, successful/unsuccessful outcome of club activities, operation of internal organisation and activities aimed at attracting new members.

## **3.8 D.O.C. activities**

Below is a list of possible D.O.C. activities. This list is by no means exhaustive.

- Promoting events to ride Ducati motorcycles;
- Organising social events to share the passion for motorcycles with appropriate frequency;
- Establishing a calendar of activities to be published on the platform, with a minimum of 6 activities per year, one of which must be the participation of the D.O.C. in the "We Ride as One" initiative;



- Communicating with Ducati to obtain detailed information on Ducati products/services;
- Taking part in national/international events organised by Ducati, with a club delegation;
- Promoting and organising "creative" and/or charitable events aimed, among other things, at promoting the image and social acceptance of motorcycle;
- Posting timely, coherent reports (texts, images and video clips) on club activities on the platform.
- Use dedicated social media accounts for the D.O.C. and non-personal ones to promote and publicise the D.O.C., their own initiatives and those of Ducati, following the guidelines and suggestions provided by Ducati, also through specific online training.

The D.O.C. is also required to comply with the provisions of the D.O.C.-Dealer Relationship Golden Rules, as set out in Annex 6.

### **3.9 Entry of data in the platform**

The D.O.C. warrants that the information entered in the platform and in general provided to Ducati is true, accurate and correct and accepts any and all liability in this regard. Failure to fulfil this obligation may lead to withdrawal of D.O.C. qualification by Ducati and the D.O.C. shall indemnify and hold harmless Ducati against any and all liability/third party's claims resulting from inaccurate entry and/or communication of information.

## **Article 4 – D.O.C. organisation**

### **4.1 Democratic organisation**

D.O.C.s must be built on a democratic structure so as to provide access to all club members to the election of club officials and bodies.

Ducati encourages clubs to select managing bodies through a democratic election process at a Meeting at which the majority of D.O.C. members are represented. Elections should be held every two years as a minimum.



Every D.O.C. should have at least the following positions: President, Vice President, Secretary and Treasurer, whose roles are explained more in detail below.

Ducati reserves the right to determine whether the organisation complies with the democratic principles outlined in these Regulations.

It is understood that the entire Board, i.e. President, Vice-President, Secretary, Treasurer and any further officers that may be appointed, are all required to personally comply with the provisions of Clause 9 of these Regulations.

#### **4.2 President**

The D.O.C. President is responsible for the club, he is its legal representative, promotes all activities in compliance with these Regulations, guarantees the democratic management of club affairs, is the key contact with Ducati and the Local D.O.C. contact person designated by Ducati.

As a result of the above, the President of the D.O.C. is obliged to respect (i) the Ducati Code of Conduct by maintaining, during the performance of his activities as President and on social networks (both on the D.O.C. accounts and their private ones), a behaviour that does not damage the image of the Brand in any way (e.g. racist posts on social networks, statements against Ducati or its stakeholders, distribution of unauthorised images, etc.), (ii) the Volkswagen Group's Advertising Principles and (iii) the ACEM Guidelines.

#### **4.3 Vice President**

The Vice President is responsible for D.O.C. activities in the territory. He manages D.O.C initiatives inspired by the suggestions provided in paragraph 3.8. of these Regulations; prepares the calendar of events at the beginning of each year; organizes activities, informs members of such activities and documents activities (photos, video, texts) to share them with Ducati and the other clubs. He co-operates with Ducati to offer an evaluation of events with a nation-wide audience and helps select partners to be involved in such activities. Finally, he is an ambassador at the club's members regarding issues relates to safe riding and observance of applicable law and responsible behaviour among D.O.C. members.



#### **4.4. Secretary**

The Secretary to the D.O.C. fulfils formalities relating to club activity, such as the management of the members' details and the data entry in the system. He organises the meetings of the Board of Management and of club members and writes meeting reports where required. He ensures that members fill any insurance documents/liability waivers for test rides and/or track days. He sets up, maintains and keeps up-to-date the D.O.C. document archive.

#### **4.5 Treasurer**

The Treasurer of the D.O.C. takes care of accounting/administration, prepares yearly budgets and year-end reports; collects membership fees (if any) from members, allocates resources to activities as agreed with the other members of the Board of Management and with the President; manages cash flows from activities and draws up at least annual financial reports for submission to the Board of Management and members; keeps track of revenues and expenses arising out of D.O.C. fulfilments with due care and promptly informs the competent body of any deviations from budget plans. Considering the delicate nature of Treasurers' responsibilities, Ducati encourages clubs to establish a maximum two-year non-renewable term for this office.

#### **4.6 Other offices**

The provisions outlined above are offered as broad indications, without prejudice to the fact that the principle of democratic organisation and the law applicable in the place where the D.O.C. is constituted must always be observed.

The D.O.C. may set up additional offices at its own discretion to manage club organisation.



## Article 5 – Trademarks / Visual identity

### **5.1 Terms and conditions of use of D.O.C. Trademarks in logos for promotional purposes and social communications and in Domain Names.**

Ducati, as the legitimate owner of various trademarks, including those indicated in Annex 3 (hereinafter the "D.O.C. Trademarks") authorises, in a non-exclusive way, the D.O.C. that has signed the "Domain Name Agreement" under Annex 5 to use only the D.O.C. Trademarks in accordance with the terms, conditions and characteristics specified both in these Regulations and in Annex 3, as well as for the following purposes (i) for the creation of its own logo to be used in its own promotional activities and for social communications and (ii) for use in the D.O.C.'s identifying domain name.

Making the D.O.C. Trademarks available does not imply in any case any transfer or licence of rights on Ducati's trademarks and is limited to the only permitted uses as set forth in these Regulations. By signing these Regulations the D.O.C. undertakes not to modify in any way the D.O.C. Trademarks and acknowledges (i) that the aforementioned D.O.C. Trademarks are the exclusive property of Ducati, and that (ii) the affiliation does not transfer to the D.O.C. any right to use such D.O.C. Trademarks other than what is set forth herein.

It is understood that the use of D.O.C. Trademarks requires in any case the prior written authorisation by Ducati.

The use of any other trademark and/or designation and/or logo owned by Ducati ("Trademarks"), in any manner and form, is expressly forbidden.

It is also understood that it is forbidden to use any Ducati trademark, be it a Trademark or a D.O.C. Trademark in the company name.

#### **5.1.1 D.O.C. logo**

The logo of the D.O.C. ("D.O.C. Logo") may contain the D.O.C. Trademarks, which, however, must always be accompanied by other elements characterising the specific D.O.C., as indicated in the examples in Annex 3. These elements must not be detrimental to the image and good name of Ducati and in general they must respect decorum and



must not have political or religious references or be offensive to a certain race, religion, ethnicity or nationality.

In any case, the D.O.C. Logo must be previously checked and authorised in writing by Ducati.

The D.O.C. Logo may be used by D.O.C.s on their website and/or social page and/or forum and/or blog and/or other, as well as on information/promotional material.

Therefore the D.O.C. Logo (as well as D.O.C. Trademarks, Trademarks, brands containing the word Ducati or any other sign similar to Ducati trademarks) shall not be used as a trademark to distinguish a commercial activity nor can its registration be requested in any register, including the register of trademarks, with the exception of the register of domain names in compliance with the methods set forth below.

#### **5.1.2 Domain name of the D.O.C.**

The D.O.C., upon signing the Domain Name Agreement under Annex 5 and communicating to Ducati the domain name to the email address [club@ducati.com](mailto:club@ducati.com), may register, at its own expense, the name of its own D.O.C. Logo, or its abbreviation if accepted by Ducati, containing a D.O.C. Trademark as domain name ("Domain Name") and may keep it active, again at its own expense, as long as it is qualified as D.O.C. When it is no longer qualified as D.O.C., the provisions of Clause 5.3 shall apply.

#### **5.2 Compliance with applicable law**

In addition to the provisions hereunder, the D.O.C. shall comply with applicable law and provisions concerning the use of trademarks and domain names, and shall be solely liable for any violation of such law and provisions. Under no circumstances may Ducati be held liable for the event that the use of D.O.C. Logos, Domain Name, D.O.C. Trademarks and/or Trademarks in a given country infringes on the industrial property rights of third parties, it being understood that the D.O.C. Trademarks and Trademarks do not enjoy the same degree of protection in all world countries and are not registered for all classes of goods.



### 5.3 Use limitations

Under no circumstances may the D.O.C. use the Trademarks or D.O.C. Trademarks for commercial or for-profit business purposes or anyway for any purposes other than those for which use is hereby granted.

Any use of the D.O.C. Trademarks and/or Trademarks not in compliance with these Regulations and the Domain Name Agreement under Annex 5 shall be considered unlawful and may lead to withdrawal of D.O.C. qualification; in addition, Ducati shall be entitled to take legal action to protect its interests which have been violated by D.O.C. non-compliance.

When, for whatever reason, the D.O.C. loses such qualification, it must immediately cease any form of use of the D.O.C. Trademarks and therefore it must, among other things, (i) cease the use of the D.O.C. Logo as it also contains the D.O.C. Trademarks (ii) delete all social pages and/or Forums and/or Blogs and/or other pages containing the D.O.C. Logo and (iii) immediately transfer, without any charge or cost to Ducati, the ownership of the registered Domain Name to Ducati and/or subject indicated by the latter in the manner and within the time indicated by Ducati, or as an alternative, immediately delete the Domain Name if requested by Ducati.

### 5.4 Reporting unlawful use

The D.O.C. shall promptly report to Ducati any unlawful or improper use by third parties of the Trademarks owned by Ducati of which it becomes aware.

## Article 6 – Privacy

### 6.1 Legislative framework, roles, privacy notice and consents to data processing.

Personal data communicated to Ducati through the dedicated IT platform or other means must be truthful, correct, updated, and processed by the parties with the utmost care so as to ensure their safety, in full compliance with current legislation (EU Regulation 2016/679 ("GDPR"), Italian Legislative Decree no. 196/2003 as subsequently amended).



Therefore, Ducati and the D.O.C. undertake to process the personal data of D.O.C. members, respectively as Data Controller and Data Processor, by meeting all necessary requirements (execution of the DPA - Data Processing Agreement).

## **Article 7 – Term**

### **7.1**

Affiliation to the "Ducati Official Club" shall expire on the 31st December of each year and may be renewed every year for the same Term, after renewal of the affiliation by the D.O.C., according to the procedures indicated by Ducati. It is understood that affiliation is not tacitly renewable.

## **Article 8 – Withdrawal of D.O.C. qualification**

### **8.1**

Ducati reserves the right to grant and/or withdraw the D.O.C. qualification at its sole discretion, whenever a situation arises or conducts occur that clash against or are in breach of these Regulations, applicable law, the mission, Ducati objectives, Ducati values, Ducati Code of Ethics and/or the purpose of D.O.C. activities.

### **8.2**

The D.O.C. waives any and all claims, including money claims, against Ducati, with special regard to refusal, loss or withdrawal of D.O.C. qualification.

### **8.3**

It is understood that the D.O.C. qualification by no means authorises the D.O.C. to act as an agent or attorney or anyway as a representative of Ducati, or misrepresent itself as an organisation that is part of Ducati or of the Volkswagen-Audi Group of which Ducati is part, as the D.O.C. is a fully independent organisation and Ducati has no connection with its affairs.



## 8.4

Ducati has the right to modify these Regulations at any time and each D.O.C. may refuse to accept such modifications, which shall result in loss of D.O.C. qualification.

## Article 9– Confidentiality

### 9.1

During the term or after the termination of membership in the " Ducati Official Club ", the D.O.C. may not, without prior written consent of Ducati and except to the extent required by law, disclose to anyone (i) any confidential information provided by Ducati or otherwise learned during registration and relating to Ducati or its subsidiaries or parent companies, the Ducati Brand and/or the Ducati image, events organised by Ducati or, in general, the affiliation and/or the " Ducati Official Club ", nor (ii) any technical information that the "D.O.C." may take advantage of or may in any case prejudice and damage the reputation and good name of Ducati. In particular, the D.O.C. agrees not to reproduce or disseminate the Corporate Identity in any way to third parties, nor to use the information contained therein for purposes other than those envisaged by this affiliation.

### 9.2

The D.O.C. agrees to expressly prohibit its representatives or members from publicly disseminating interviews or statements that may cause damage to the image or prestige of Ducati or its subsidiaries or parent companies, the Trademarks, its image or its events. The D.O.C. also commits to agree in advance with Ducati regarding any statements, press releases and interviews relating to events, activities, motorcycles, the activities associated with the Trademarks, the image and/or in general the relationship between the Parties.

### 9.3

The obligation of confidentiality referred to in this article shall be binding on the D.O.C. for the entire Duration and also after the termination of the affiliation. In case of breach



of this obligation Ducati may immediately revoke the affiliation and request and obtain compensation for any direct or indirect damage resulting from said breach from the D.O.C.

## **Article 10 –Applicable law and Court of Jurisdiction**

### **10.1**

These Regulations are governed by the Italian law. Any disputes arising in connection with these Regulations shall be submitted to the Court of Bologna, Italy, that shall have sole jurisdiction.

The following documents are annexed to the Regulations and incorporated by reference and deemed as approved:

Annex 1 –Regulation subscription form

Annex 2 –Ducati Code of Ethics (ref. 3.3)

Annex 3 – D.O.C. visual identity and Ducati Trademarks (ref. 5.1)

Annex 4 – Data Processing Agreement

Annex 5 – Domain Name Agreement

Annex 6 – D.O.C.-Dealer Relationship Golden Rules

Annex 7 – VW Group Advertising Principles

Annex 8 – ACEM Guidelines



## Annex 1

### Regulation subscription form

By signing these Regulations, the Club:

\_\_\_\_\_ having registered office in \_\_\_\_\_,

at \_\_\_\_\_,

VAT / Fiscal Code No. \_\_\_\_\_, in the person  
of its legal representative Mr. \_\_\_\_\_,

born in \_\_\_\_\_,

on \_\_\_\_\_,

and resident in \_\_\_\_\_,

Tax ID code \_\_\_\_\_.

undertakes, in the event the candidate D.O.C. ("Ducati Official Club") is accepted by Ducati, to fully and unconditionally comply with the provisions of these Regulations and its Annexes, that declares to have downloaded, read and approved.

[Place] \_\_\_\_\_,

[Date] \_\_\_\_\_

The President/legal representative of the  
Club \_\_\_\_\_

Mr. \_\_\_\_\_

[Signature] \_\_\_\_\_



## Annex 2

### Ducati Code of Ethics

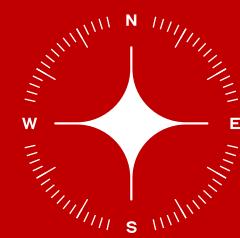


# OUR CODE

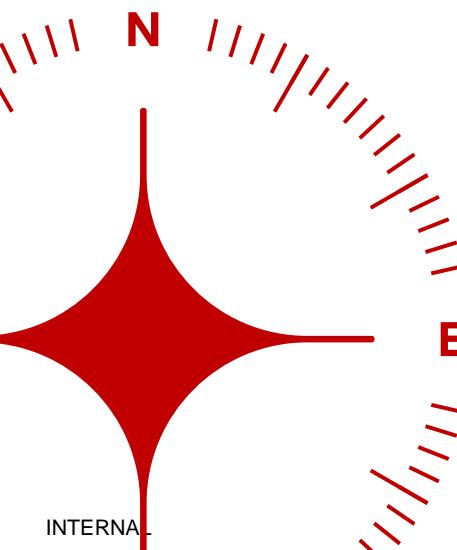
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Version 3.1 | December 2024



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## Support

# Group Essentials

The Group Essentials are our Group's foundation of values that connects all people in all brands and companies. They form the basis of our corporate culture.



We take on responsibility for the environment and society.

We are honest and speak up when something is wrong.



We break new ground.



We live diversity.



We are proud of the work we do.



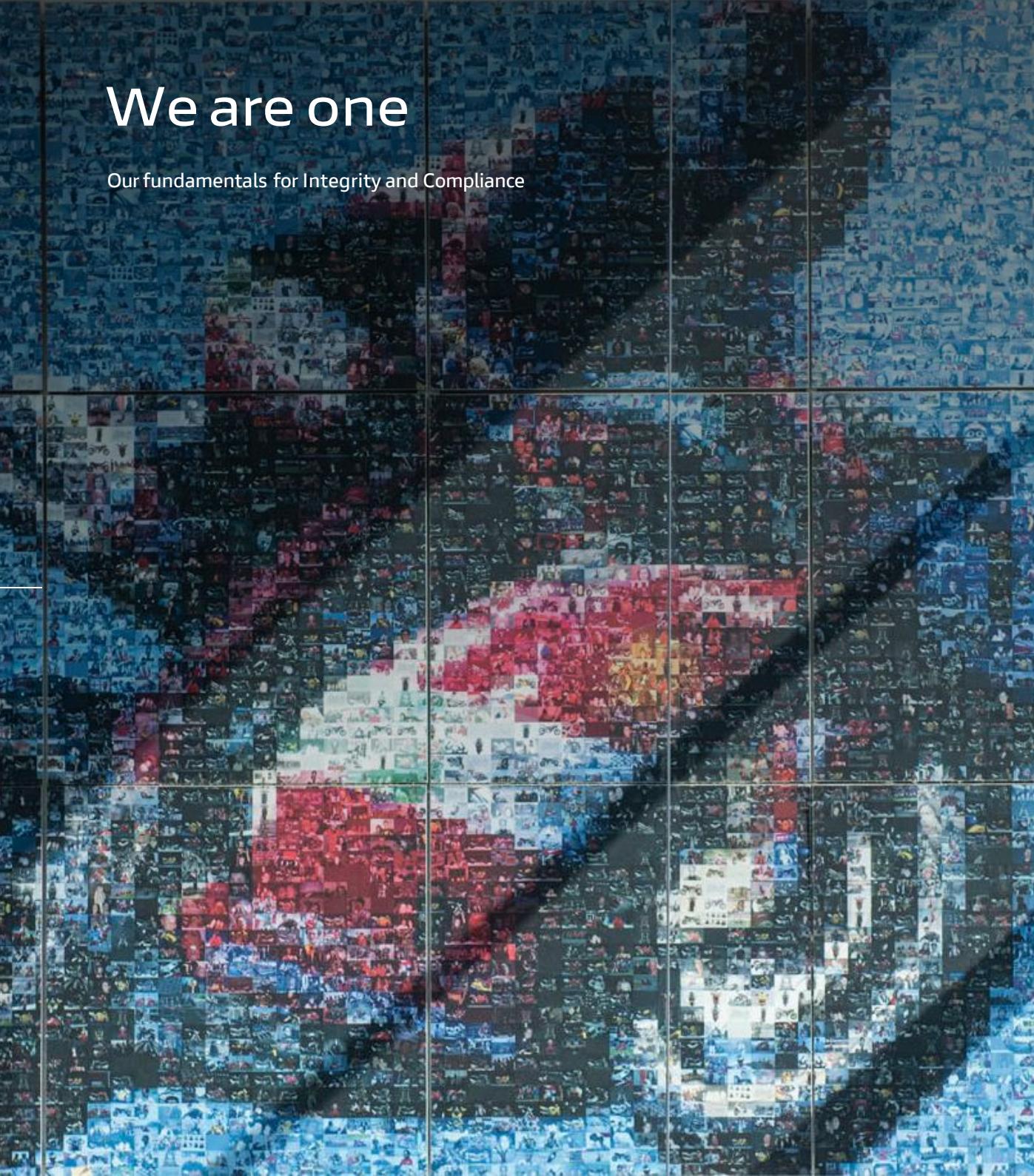
We not me.



We keep our word.

# We are one

Our fundamentals for Integrity and Compliance



## We are one

Ducati adheres to the Volkswagen Group Code of Conduct, **OUR CODE**, which is the ethical and values-based foundation for acting with integrity and in compliance with the rules in our Group. It serves as a binding guideline for all employees in all brands and companies – all over the world.

Together, we bear responsibility for our collaboration, our workplace, the environment, sustainability, and society. We approach one another and everyone else with respect and fairness, as equals. We take a stance, we are steadfast and courageous in standing up for our values and principles – regardless of time, economic or social pressure.

We are firmly convinced it is essential for each and every one of us – employees, members of the Board of Management and managers – to act with honesty in order to foster trust in our Company, our products, services, and innovations. That is why the decisions we take in all areas of work and in all roles must be in accordance with our corporate values, and comply with valid national and international laws, regulations, and internal voluntary commitments. This also holds true for the continued evolution of our Company as well as the choice, procurement, development, and use of innovative technologies such as artificial intelligence. Transparency is important to us and

our approach to innovative technologies ensures that users' rights and security are respected.

We do not tolerate violations of the Code of Conduct. Anyone who violates our rules must expect appropriate consequences. To make sure that does not happen we seek advice and support so that together, we protect our Company, its values, and the reputation of all the brands.

Each of us is personally responsible for complying with **OUR CODE**. It is up to all of us to familiarize ourselves with the Code's principles and to be guided by them in our day-to-day decision-making. For a Group on the move, for the protection of people and the environment, and for future generations.

# WE ARE COMMITTED INDIVIDUALS

We embrace our corporate values, principles and rules, thus promoting trustful, sincere and fair interaction with one another. We are all role models.

- 1.1 Human rights
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- 1.3 Diversity, equal opportunities and equal participation
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- 1.5 Employee representation



## 1.1 Human rights

# We take responsibility for human rights

### Corporate principle

Respect for human rights is of paramount importance. We are convinced that sustainable economic activity is only possible by acting ethically and with integrity. Within the framework of our entrepreneurial activities, we are fully committed to our responsibility regarding human rights. The Group Board of Management, the Volkswagen Group European Works Council and the Volkswagen Group Global Works Council have fulfilled this responsibility in the Group's Declaration on Social Rights, Industrial Relations and Business and Human Rights, known as the Social Charter.

We confirm our commitment to major international agreements and declarations, in particular the International Bill of Human Rights and the core labor standards of the International Labour Organization (ILO).

Our entrepreneurial activities follow the UN Guiding Principles on Business and Human Rights (UN Global Compact), which determine the most important cornerstones for our actions.

### My contribution

As an employee, I can also make my contribution to respecting human rights. I regard human rights as a fundamental guideline, and I am vigilant against human rights abuse that is happening around me or of which I become aware.

If I have concerns regarding human rights abuse in my professional surroundings, I prevent it or stop it immediately. If necessary, I inform my supervisor or get in touch with any of the contacts listed in the chapter on "Support".



We are committed individuals

### Example

Someone has written to you with information that one of our suppliers is not paying their employees their correct wages and is violating labor law by tolerating 80-hour weeks. In addition, the pay of some of the supplier's employees is below the minimum wage.

Take the necessary steps and inform your superior and the Audi Whistleblower System of your concerns about human rights abuse. They will examine the allegations in greater detail and take the necessary measures. This may include terminating business relations with the supplier in question.

## 1.2 Ethical leadership

### We lead based on our values

#### Corporate principle

We embrace our corporate values, principles, and rules, take responsibility for both personal and corporate growth, and lead by example. We perform our duties, and manage our powers and roles in an appropriate, fair and responsible manner. That also applies for personal relationships in the workplace, in particular insofar as existing employment or hierarchical dependencies may be exploited. Our decisions are always transparent, show good judgment, are guided by integrity, and are taken in the best interests of the Company and its employees, business partners and shareholders. We strengthen trust and shape change in the Company through our values-based leadership.

#### My contribution

I am aware of my function as a role model both within the Company and in a broader context. My conduct and actions are always guided by integrity and a sense of responsibility, and are based on this Code of Conduct, our corporate values, principles and rules. I advocate interaction with one another in a spirit of trust, honesty, and fairness, and I am open to different points of view.

#### Example

In order to complete a project to schedule, your team would like to skip one step in the process. They say the step is unnecessary. You point out that the valid rules must be followed, regardless of any pressure. Together, you search for a solution that complies with the requirements and our values. You undertake to revise the process in collaboration with everyone involved and, where possible, to make it leaner. You commit to that as a manager and team member.

## 1.3 Diversity, equal opportunities and equal participation

### We live diversity

#### Corporate principle

Diversity, equal opportunities, and equal participation are important principles for fair, non-discriminatory, and respectful coexistence. We believe in cooperation in a spirit of partnership, in tolerance and in mutual respect. We foster diversity in the workforce and support an inclusive work environment.

We offer equal opportunities for everyone and reject all forms of discrimination. This applies in particular to unequal treatment due to ethnic or social origin, skin color, biological sex, nationality, language, religion, ideology, age, physical or mental disabilities, gender identity, sexual orientation, political views, or any other characteristics protected by law. We live diversity, actively support inclusion, and create an environment that not only encourages the engagement of all employees, but also fosters each employee's individuality in the interests of the Company.

Our employees are selected, hired, and developed based on their qualifications and their skills.

#### My contribution

I observe the principles of diversity, equal opportunities and equal participation and encourage people around me to do the same.

If I see any violations of the principles of equal opportunities and equal participation, such as unequal treatment, harassment, and bullying, I make the persons involved aware of their misconduct. If I am not in a position to directly influence events, I notify the HR department of the incident immediately or get in touch with the contacts listed in the chapter on "Support".

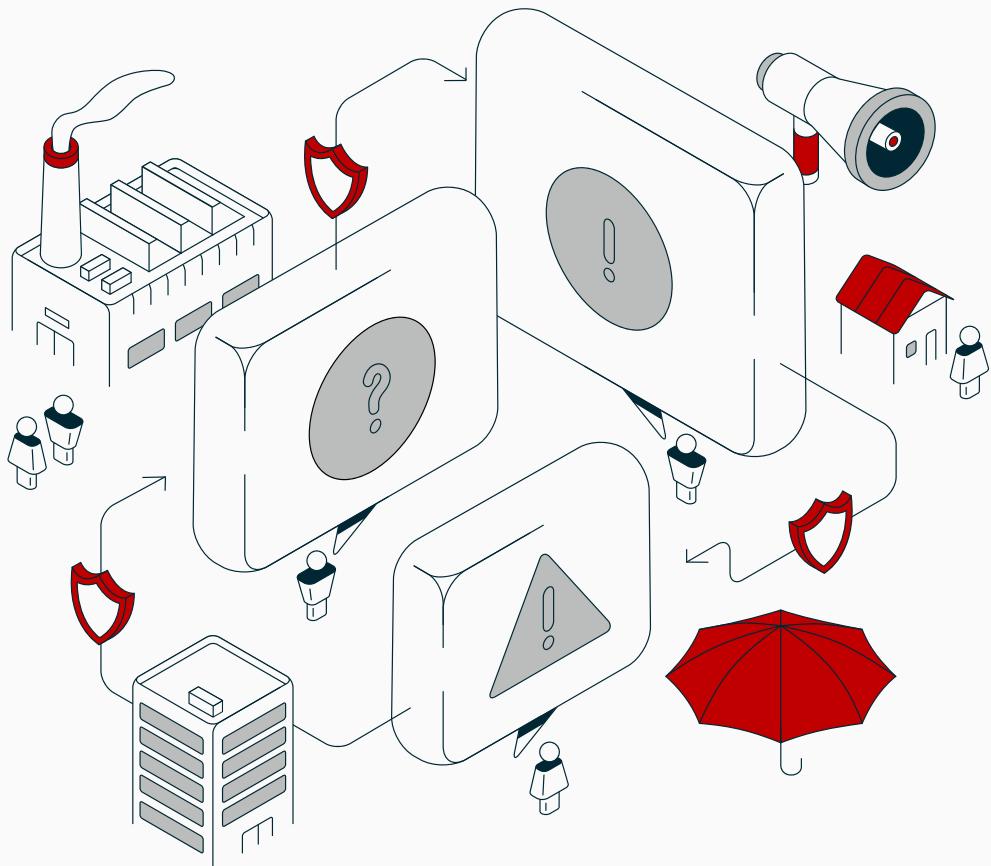
#### Example

A colleague you know personally tells you that a candidate for a job was probably turned down because she wears a headscarf, even though she was the best qualified candidate for the job.

Help to clarify the situation by informing your supervisor or the relevant HR department immediately, or report this conduct to the Whistleblower System so that appropriate steps can be taken.

## 1.4 Speak Up

### We speak up when something is wrong



#### Corporate principle

We want to learn from mistakes and continuously improve. That is why we speak up about wrongdoings, or as soon as something doesn't feel right, even if that is awkward and uncomfortable. To do that, we promote a culture of integrity and actively seek a dialog within our team and with our supervisors. We seek advice and support if we have questions and problems. We protect everyone who contributes to this culture.

For us, compliance with external and internal rules at all times is a given. We do not tolerate misconduct. We believe that turning a blind eye can never be the right solution. That is why we react immediately and appropriately to misconduct and violations of our rules.

Managers always lead by example through conduct that is in accordance with our rules and regulations. They perform this important function by supporting employees to comply with the rules, promoting an error culture, and following up on violations.

#### My contribution

My first point of contact for questions, concerns, or the reasonable suspicion of a violation of internal or external regulations is my supervisor, or alternatively I can seek advice from the relevant subject matter experts. The HR department and employee representatives as well as Compliance are also available to provide support. In addition, I should report any reasonable suspicion of Serious Regulatory Violations via the Whistleblower System. As a Management Level employee, I am obliged to report any such suspicion.

#### Example

The deadline for a decision proposal submitted to a committee has expired and you notice that you and your team have made a mistake. You know it is not possible to take a meaningful decision on the basis of the data submitted.

Inform your supervisor and the departments responsible for the committee immediately. Jointly find a way to correct the document. In addition, you and your team discuss how such errors can be avoided in future.

## 1.5 Employee representation

### We work together in close partnership – constructive, cooperative and fair

We recognize the basic right of all employees to establish trade unions and employee representations.

We are committed to working with employee representatives in candor and trust, to conducting a constructive and cooperative dialog, and to striving for a fair balance of interests. Professional dealings with employee representatives are part of our corporate culture.

Safeguarding the future of the Group and its employees is achieved in a spirit of cooperative conflict management and social commitment, on the basis and with the goal of ensuring economic and technological competitiveness. Economic efficiency and job protection are equal-ranking and shared goals.

# WE ARE RELIABLE COLLEAGUES

We take our responsibility in the workplace seriously and protect what is valuable for our team, our Company, and our customers.

- 2.1 Occupational health and safety
- 2.2 Handling Company assets
- 2.3 Security and protection of information, know-how and intellectual property



## 2.1 Occupational health and safety

### We respect and promote health and safety

#### Corporate principle

We take our responsibility for the safety and health of our employees very seriously. We promote occupational health and safety in line with the provisions of national laws and regulations and with the occupational health and safety policy of the Company.

Occupational health and safety for all employees is fundamental to ensuring a sustainable future for our Company and to positioning our Company as an attractive employer. All accidents at work and work-related illnesses are generally preventable. We therefore aim to ensure the protection and promotion of physical and mental health. This requires the cooperation and participation of all.

#### My contribution

I comply with occupational health and safety regulations and instructions. I do not endanger my own health and safety or that of my team or third parties. I support them, do not look the other way, and accept help.

Within my area of responsibility, I take all appropriate and statutory measures to ensure a safe working environment. I draw attention to unsafe actions or conditions.

## 2.2 Handling Company assets

### We protect our assets – whether visible or invisible

#### Corporate principle

We respect the Company's tangible and intangible assets and do not use them for non-business purposes, but solely to achieve the Company's business objectives. Exceptions are possible if internal policies and guidelines permit private use.

#### My contribution

I adhere to the Company's rules and exercise care when handling Company assets.

#### Example

High-end software is installed on your business laptop. A friend who knows this asks you to lend her/him your laptop so that she/he can use one of these programs for private purposes.

You say no, because you know that Company property and Company IT may not be made available to third parties.

## 2.3 Security and protection of information, know-how and intellectual property

# We protect information and intellectual property

### Corporate principle

We are aware of the value of Company know-how and take great care to protect it. We respect the intellectual property of competitors, business partners and other third parties.

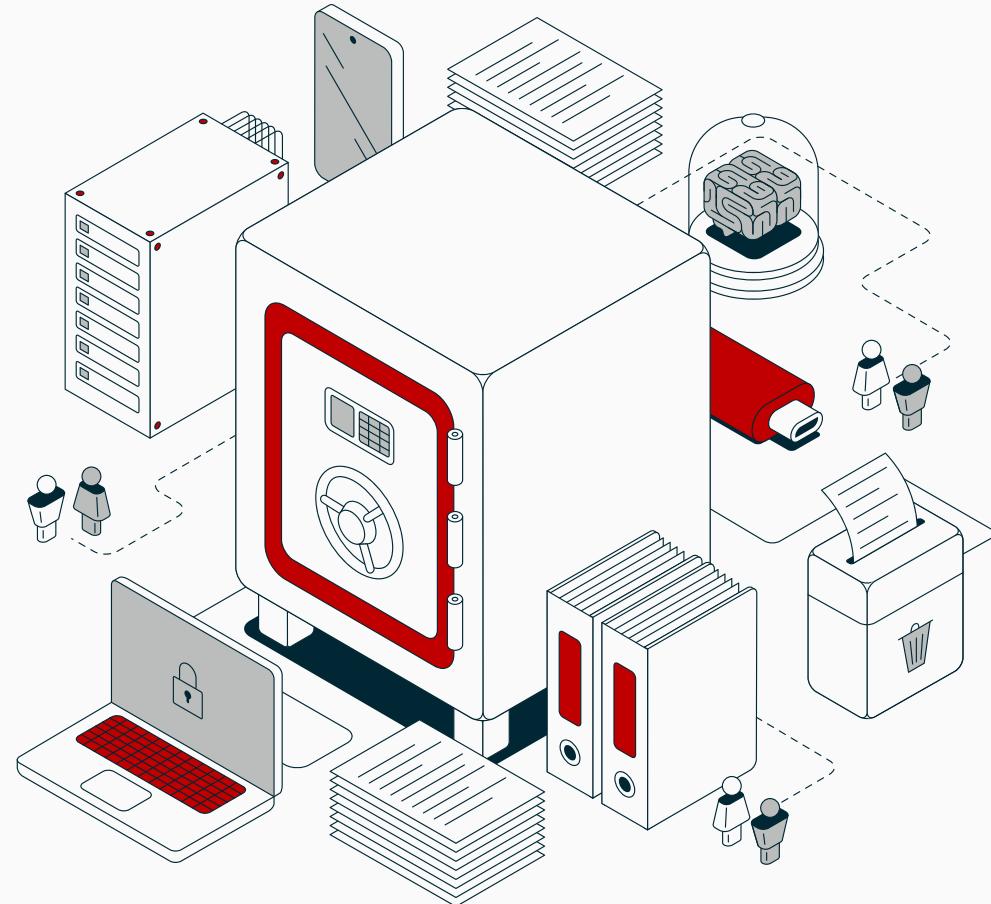
### My contribution

I handle all Company information carefully and do not disclose it to unauthorized persons. I take particular care with regard to information relating to technical know-how, patents, and trade and business secrets.

### Example

Your technical invention is about to go into series production. You think about telling a colleague about this when you meet in the train on the way home.

Be aware that ideas and patents are also intellectual property belonging to the Company and do not discuss them in public. If you have any concerns, contact your supervisor or the relevant department.



# WE ARE RESPONSIBLE PARTNERS

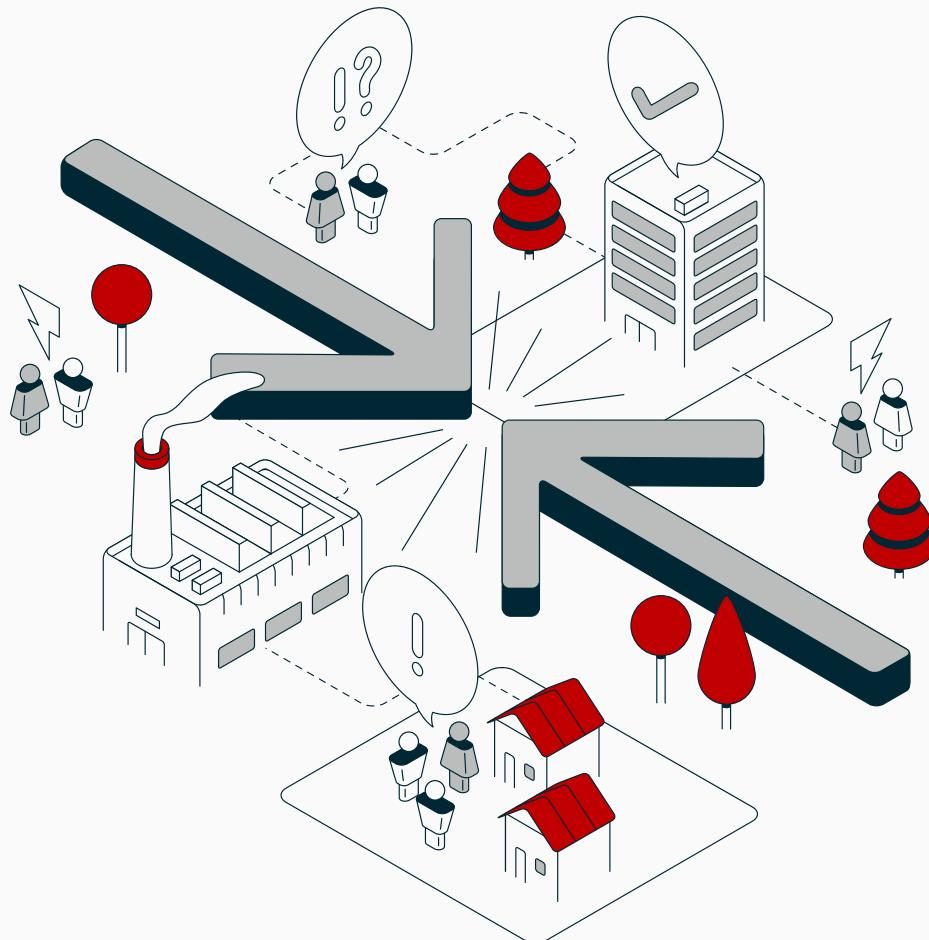
Trust is our greatest asset. That is why we rely on honest, reliable, transparent, and fair business relationships.

- 3.1 Conflicts of interest
- 3.2 Gratuities
- 3.3 Prohibition of corruption
- 3.4 Prohibition of insider trading
- 3.5 Prohibition of money laundering and terrorism financing
- 3.6 Fair and free competition
- 3.7 Business partners, procurement and sales
- 3.8 Accounting and financial reporting
- 3.9 Export control



### 3.1 Conflicts of interest

## We take decisions based on facts, thus avoiding conflicts of interest



### Corporate principle

We act with integrity. That is why it is especially important for us to avoid creating potential conflicts of interest when performing our job responsibilities and to recognize and disclose possible conflicts that we face or that we observe. A potential conflict of interest already exists if private or personal financial interests of employees influence or could influence their business decisions.

Conflicts of interest may arise both from employees themselves or through persons related to them, in particular as a result of involvement in other companies, through secondary employment, in connection with memberships or with regard to employees' personal financial circumstances. In this context, business relations with third parties, such as other companies in the Group or suppliers, may also be relevant.

### My contribution

If I identify that I face or suspect that I may face a potential conflict of interest, I immediately notify my supervisor and the relevant HR and Compliance departments and disclose the facts. If a conflict exists, we jointly seek a solution that safeguards the interests of the Company.

### Example

Your supervisor asks you to check offers from several IT consultancy firms. You discover that one of the most favorable offers comes from a company owned by a good friend.

Inform your supervisor of the situation, document the possible conflict of interest, and withdraw from the decision-making process to avoid any appearance of a conflict of interest.

### 3.2 Gratuities

## We carefully check all Gratuities

#### Corporate principle

Our products and services define who we are. Therefore, gratuities in the form of gifts and invitations are only permitted if they are appropriate.

Our internal policies on handling gifts, invitations and business meals set out what gratuities are appropriate and what steps must be taken when accepting and / or granting them.

#### My contribution

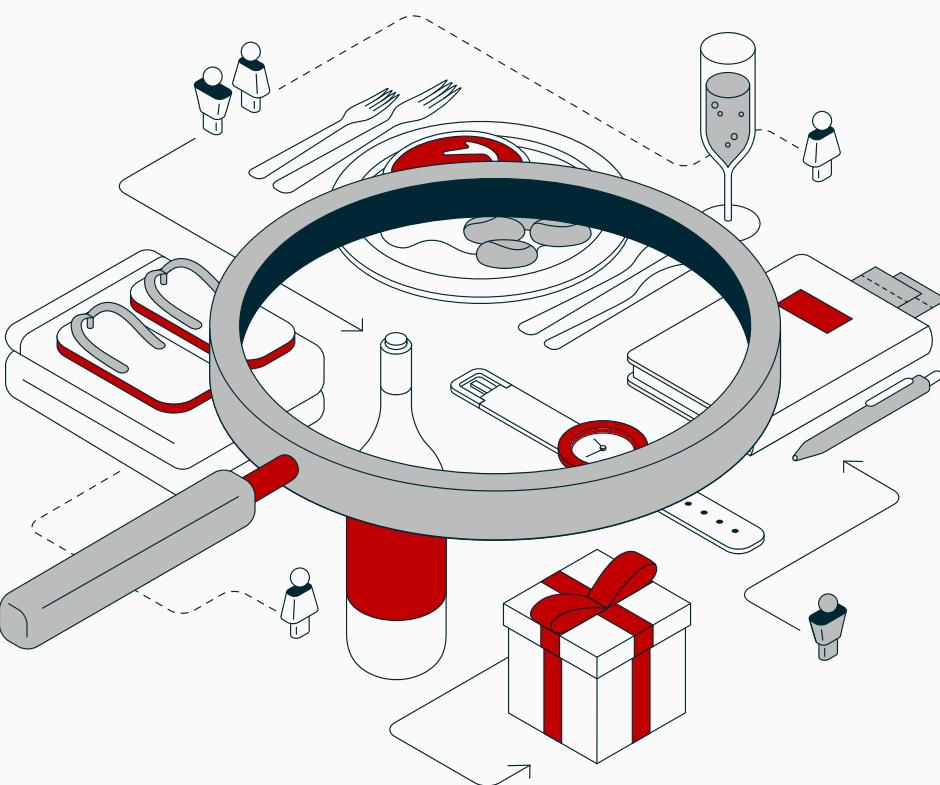
I familiarize myself with the policies on handling gifts, invitations and business meals, and strictly abide by them.

I check whether my behavior is appropriate and whether it might influence my business decisions.

#### Example

Employees from a business partner give you Bluetooth headphones as a birthday gift. Even if you are sure that accepting this gift does not affect business relations, you should nevertheless review the gratuity and its appropriateness critically on the basis of the valid policy on gratuities.

If in doubt seek advice from your supervisor and jointly decide whether to accept or decline the gift.



### 3.3 Prohibition of corruption

## We do not bribe others and do not accept bribes ourselves

#### Corporate principle

Corruption is prohibited worldwide. Corruption means that someone abuses their professional position to gain an advantage for themselves or a third party and thereby harm others.

Gratuities such as invitations and gifts, especially when dealing with public officials, can be evidence of corruption. Therefore, gratuities should be exceptions in business transactions. Gratuities may only be granted or accepted within the framework of internal policies and applicable laws.

#### My contribution

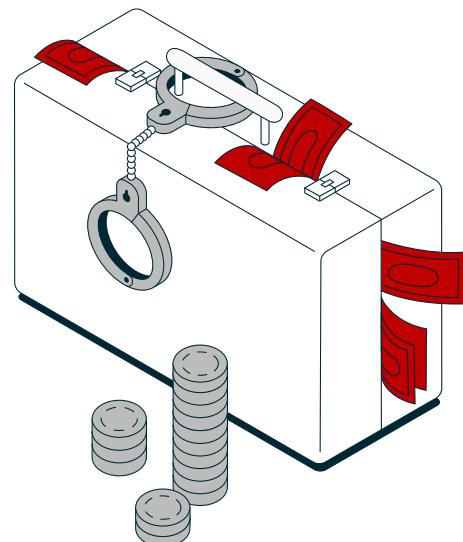
I do not bribe others and I do not accept a bribe myself, and I avoid even the appearance of improper influence. I keep myself informed by consulting the internal rules before I give or accept gifts and issue or accept invitations.

If I receive any corruption-related hints, I immediately inform one of the contacts listed in the chapter on "Support".

#### Example

You visit a supplier to inspect components for local production. During your visit it becomes obvious that the components have significant defects. Your contact at the supplier offers you a sum of money for ignoring the defects and to persuade you to accept the defective items.

On no account accept the money. Contact your supervisor or the relevant Compliance department immediately. Any attempt at bribery is not tolerated under any circumstances.



### 3.4 Prohibition of insider trading

## We do not share insider knowledge

#### Corporate principle

We handle information pertaining to share Group performance in accordance with capital market requirements and do not tolerate any insider trading. Insider information is information of a precise nature that has not been made public and that, if it were made public, would be likely to have a significant effect on the price of the relevant financial instrument, e.g., stocks and shares. We may only use knowledge relating to insider-relevant projects and processes internally in accordance with the applicable internal policies and may not divulge such knowledge to any outside party, including family members, e.g., a spouse.

#### My contribution

I do not engage in insider trading, nor do I make any such recommendations to any third party or induce any third party to engage in insider trading. Furthermore, I do not divulge inside information unless this is required during the course of my normal work, and I comply with the relevant internal policies. I undertake to familiarize myself with the applicable internal rules.

If I have access to inside information, I do not purchase or sell any financial instruments based on this information. This applies not only to trading with shares of listed companies belonging to the Group or derivatives thereof, but also to trading with financial instruments in general, i.e., also those of suppliers.

#### Example

You learn through your work that the acquisition of a large company well-known worldwide is going to be announced soon. As part of your job, you have been informed that the Company's share price will rise significantly once this transaction has been announced. You know that a good friend is currently considering whether to sell their shares in our Group. You consider telling your friend that he should hold off on selling his shares.

Do not tip your friend off for any reasons whatsoever. Since the information of which you are aware is not public, but insider knowledge, you are not permitted under any circumstances to share this knowledge with others. Transmitting this knowledge directly or indirectly would make you liable to prosecution.

### 3.5 Prohibition of money laundering and terrorism financing

## We are committed to clean business practices

### Corporate principle

Money laundering occurs when funds or other assets originating directly or indirectly from criminal offenses are put into circulation in the legal economy, making their source appear legal. Terrorism financing occurs when money or other resources are made available to commit criminal acts of terrorism or to support terrorist organizations. Liability does not require the person involved to be aware that money is being laundered through the relevant transaction. Inadvertent involvement in money laundering may already be a criminal offense for the parties involved.

We carefully check the identity of customers, business partners and other third parties with whom we wish to do business. It is our declared aim to conduct business solely with reputable partners who operate in line with legal provisions and who use resources from legitimate sources.

We assign incoming payments to the corresponding services without delay and post them accordingly. We ensure transparent and open cash flows.

### My contribution

I take no action whatsoever that may violate money laundering provisions at home or abroad. I am vigilant and immediately assess any suspicious conduct on the part of clients, business partners and other third parties. If there is information providing sufficient grounds for suspicion, I immediately get in touch with the contact person responsible for money laundering prevention.

I abide by all applicable provisions for recording and posting transactions and contracts within my area of responsibility in the accounting system.



### Example

You receive an email with an invoice from an unknown supplier with an urgent demand for immediate cash payment or transfer to a foreign bank account.

Do not accept this demand – instead, contact your supervisor and the contact person responsible for money laundering prevention immediately.

### 3.6 Fair and free competition

## We are committed to fair and free competition

### Corporate principle

Free and fair competition is protected by antitrust legislation valid throughout the world. Complying with this legislation ensures that there is no undue distortion of competition in the relevant markets – to the benefit of all market players.

In particular, agreements and concerted practices between competitors intended to achieve or effect the prevention or restriction of free competition are prohibited.

This includes in particular exchanges on prices and price components, terms and conditions, carving up customer groupings and territories, and restrictions on innovations. In addition, the exchange of competitively sensitive information is prohibited. The abuse of a dominant market position is also prohibited. Furthermore, the proper implementation of merger control procedures is required with regard to cooperations and transactions.

Anti-competitive conduct has the potential not only to significantly damage the good reputation of the Company, but can also incur severe fines, penalties, and financial compensation for damages.

We conduct business solely on the basis of merit and market economy principles as well as free and open competition.

We like to measure ourselves against our competitors, always abiding by laws and regulations and observing ethical principles.

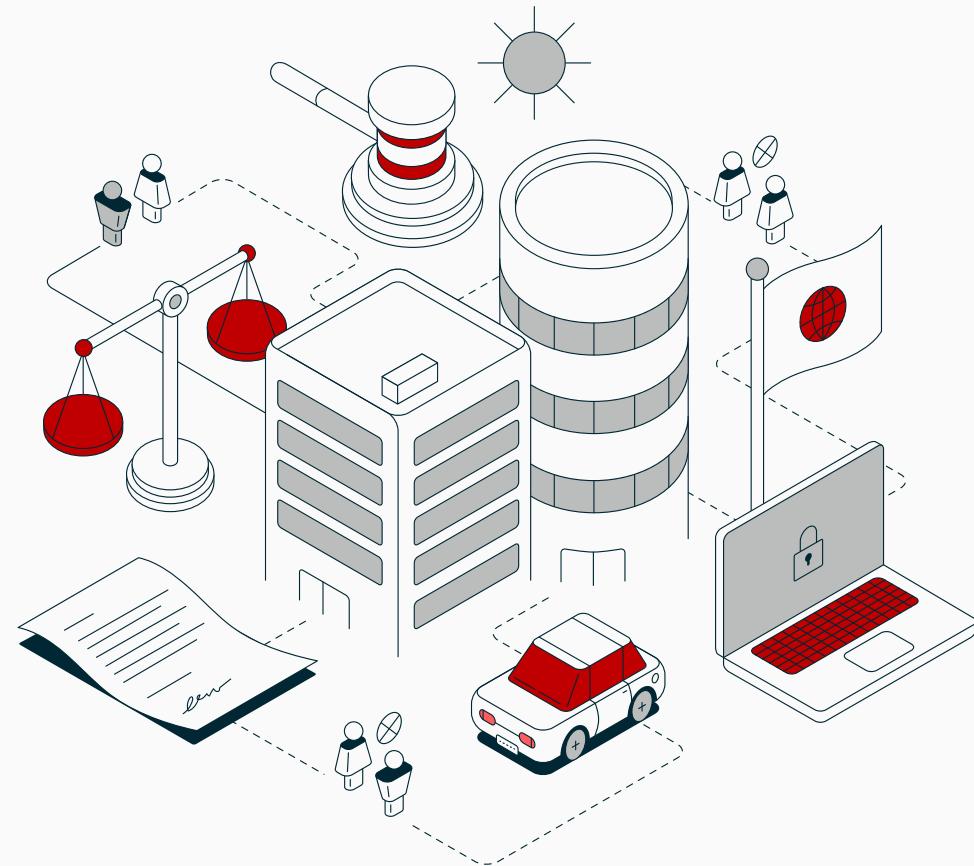
We do not enter into any anti-competitive agreements with competitors, suppliers, or customers. If our Company holds a dominant market position, we do not abuse this position.

We comply with the specific antitrust provisions for distribution systems in our dealings with our authorized distribution partners.

### My contribution

Whenever I come into contact with competitors, I make sure that no information is given or received that would allow conclusions to be drawn about current or future business conduct.

In discussions or any other contacts with competitors, I avoid issues that could be of relevance for competition among each other.



### Example

A colleague from Procurement would like to give a new supplier the chance to win an order. She suggests giving the potential supplier a tip on how to structure their offer so that the price is lower than the other offers.

You explain to your colleague this would mean she would be breaking important rules designed to protect free competition. Your colleague's suggestion must definitely be rejected.

### 3.7 Business partners, procurement and sales

## We carefully check who we do business with

#### Corporate principle

We carefully select suppliers, service providers and partner companies based on objective criteria and make use of competition. We only cooperate with business partners in line with statutory requirements, internal rules and guidelines.

We check the integrity of potential business partners carefully before entering into business relations and follow the processes and contact procedures set out in the rules and policies.

When purchasing or selling products and services, we involve the relevant departments in the process in good time in accordance with the applicable policies.

#### My contribution

I make myself familiar, that the integrity of potential business partners has been checked before entering into business relations and follow the processes and contact procedures set out in the rules and policies. I show no bias in favor of a supplier, service provider or partner company without an objective reason, and I promote competition.

I do not purchase any products or services without having first gathered information on the market and alternative suppliers. I follow the applicable procurement guidelines and involve the relevant purchasing department at an early stage before the planned delivery and performance of services in line with valid purchasing processes.

I make sure that remuneration is only paid for services that are actually rendered and that the payments are commensurate with the services rendered.

I also comply with the relevant policies before commissioning Group companies.

#### Example

The local purchasing department has issued a call for tender for machinery and identified several potential suppliers. The contract is awarded to a supplier that does not come top in all assessment criteria. The supplier's sales manager is related to one of the purchasers who has failed to disclose this fact.

The facts would indicate suspicious preferential treatment on the grounds of a possible conflict of interest. Notify your supervisor immediately and inform the Whistleblower System.

### 3.8 Accounting and financial reporting

## We are committed to correct financial accounting and reporting

#### Corporate principle

We strictly comply with the statutory provisions for proper accounting and financial reporting. Transparency and correctness are our top priorities, because any irregularities may have serious consequences for the Company as well as for the persons responsible. To that end, we regularly inform all capital market players of our financial position and business developments. We publish our periodic financial statements punctually in accordance with national and international accounting regulations.

#### My contribution

I organize processes in such a manner as to ensure all business financial data are entered correctly and promptly in the accounting system. If I have any questions about the correct recording of data, I contact my supervisor or the appropriate finance department.

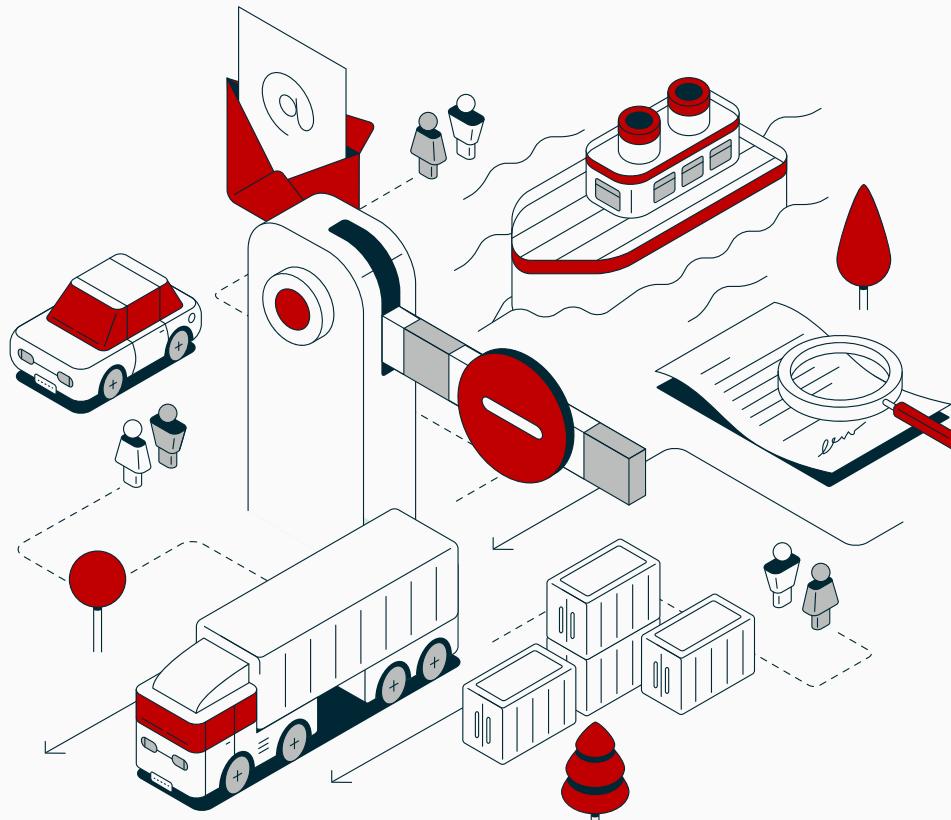
#### Example

You urgently need new equipment. However, your department's budget for the current fiscal year has already been used up. You consider acquiring the equipment nevertheless and posting the cost in the next fiscal year when your budget has been refreshed.

Do not take any action of the kind. Entries must always be assigned correctly. Posting entries inaccurately may have serious consequences for the Company and the individual employee.

### 3.9 Export control

## We ensure compliance with all regulations in cross-border trade



### Corporate principle

We are aware of our social responsibility to fulfill export control and sanctions obligations and expressly commit to complying with the relevant legislation.

Cross-border business processes and transactions may be subject to prohibitions, restrictions, approval requirements or other supervisory measures under export control regulations. These may relate to the relevant business partners, goods, countries, financial resources, or intended use. This applies to technologies and software as well as goods and products. In addition, it applies to temporary cross-border transfer and technical transmissions, for example, by e-mail or cloud. Furthermore, certain imports may be subject to export control regulations.

We ensure compliance with applicable export control regulations and the relevant internal policies.

### My contribution

I am responsible for regularly checking that I am familiar with internal information and policies on export control. That is how I keep up to date on whether my day-to-day work is subject to export control regulations.

Should I become aware that export control regulations are being violated in my area of responsibility, I immediately take every possible action to prevent or remedy such violations.

If in doubt, I seek advice from the relevant export control contact.

### Example

You commission a long-standing partner company with the development of a software component. To offset cost pressure the partner suggests commissioning a subsidiary outside the EU with some of the development activities. The subsidiary is based in a country that is on country list A, under embargo, defined by the Groups export control unit.

There may be embargo regulations prohibiting certain activities in the country. This must be coordinated both internally and with the export control authorities before you can agree.

Contact the relevant export control unit to coordinate the next steps.

# WE ARE GOOD CORPORATE CITIZENS

We bear responsibility for society and ensure that our Company contributes to sustainable development.

- 4.1 Communication and marketing
- 4.2 Political lobbying
- 4.3 Dealings with public officials
- 4.4 Donations and social sponsorship
- 4.5 Taxes and customs
- 4.6 Data protection
- 4.7 IT security
- 4.8 Product Compliance
- 4.9 Environmental protection



## 4.1 Communication and marketing

### We communicate clearly and respectfully

#### Corporate principle

We ensure that our communication is clear and consistent in order to maintain the confidence of customers, investors and other stakeholders. Before committing to and / or executing any communication or marketing measures, such measures must first be coordinated with the relevant department. Thoughtfulness and respectful interaction with one another are second nature to us.

#### My contribution

I do not issue any public statement on behalf of my Company and always refer any requests to the Communications department. If I make any comments at public, trade or cultural events or on the internet, I make it clear that I am voicing solely my own personal opinion. I consult the Company's social media guidelines for advice on proper conduct in social networks.

#### Example

You read comments on the internet from someone criticizing production methods in Asia and you know the comments are completely unfounded.

Even if you would like to put the facts right straight away, contact the relevant department first, because they are in a position to respond comprehensively and appropriately to these comments.

## 4.2 Political lobbying

### We represent our company's positions in a responsible and clear way

#### Corporate principle

As a member of society, we can specifically promote the Company's positions during decision-making processes, such as those for legislation plans through political lobbying. We conduct political lobbying centrally and in line with the principles of openness, accountability, and responsibility. It goes without saying that our interaction with political parties and interest groups is based on the principle of neutrality. Undue influence in politics or legislation is not permitted.

#### My contribution

I do not attempt to intervene in political decisions on behalf of the Company if I am not authorized to do so. If I am authorized to do so, I observe the relevant internal policies in the performance of my duties.

#### Example

You have an acquaintance who works for the authority responsible for environmental impact assessments. The company you work for needs an approval from this authority for an extension to an office building. You think about contacting your acquaintance to explain your company's position regarding this approval.

Transparent and clearly documented communication with public officials is especially important in order to represent the Company's interests appropriately and exclude any appearance of undue influence right from the outset.

Distance yourself from this project to avoid creating misunderstandings about your suitability to represent a corporate position.

#### 4.3 Dealings with public officials

## We exercise caution when dealing with public officials

### Corporate principle

In view of national and international legislation, there is an increased risk of corruption when dealing with public officials. This is taken into account in our internal policies, which lay down the framework with regard to gratuities. In particular, we do not make any facilitation or expediting payments, i.e., payments to public officials that facilitate or expedite regular or routine official acts.

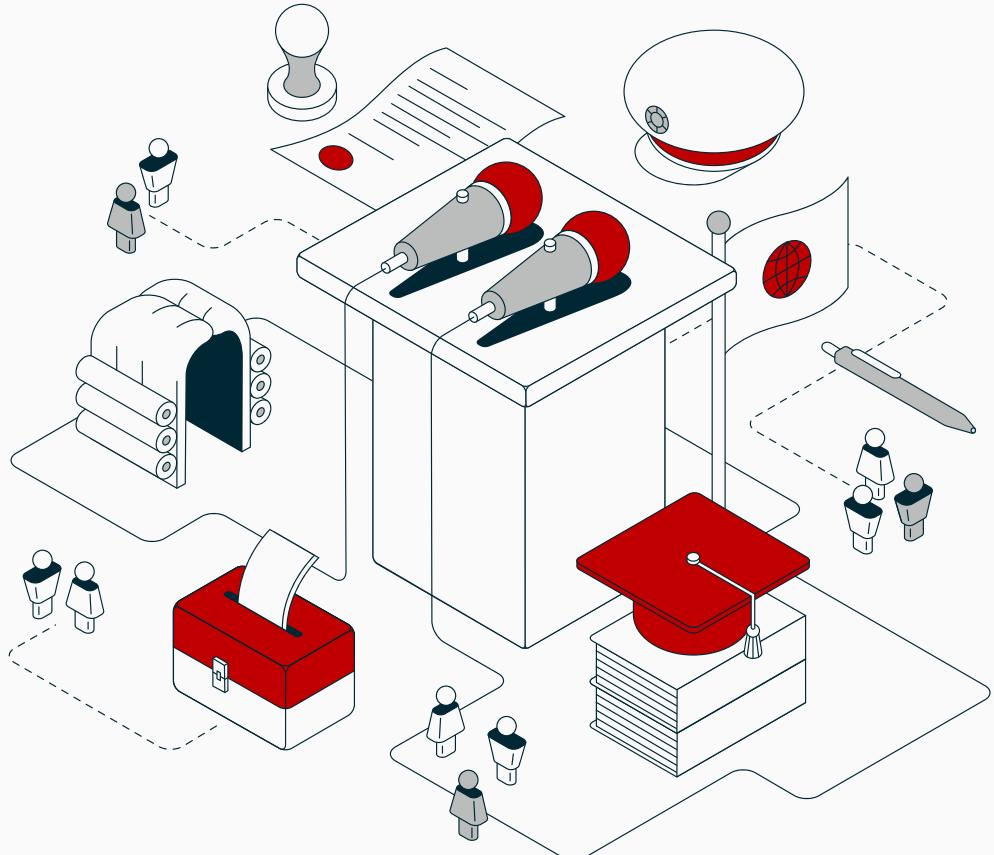
### My contribution

I am aware that there is an increased risk of corruption when dealing with public officials. Therefore, I familiarize myself with the applicable special rules. I understand that I have a binding obligation to consult the Compliance department in this regard.

### Example

You are the company's representative for the handling of import licenses with the customs authorities. A customs official provides support during the entire process. Once the formalities have been completed, you would like to express your appreciation with an appropriate business gift.

Irrespective of their appropriateness, refrain from granting gratuities to public officials for the provision of services by them.



#### 4.4 Donations and social sponsorship

## We commit to society in many ways

### Corporate principle

We make donations, i.e., voluntary contributions without a return service by the recipient, and grant sponsorships, i.e., contributions based on a contractually agreed return service for social objectives, to achieve a positive impact in terms of our reputation and public perception. In order to avoid conflicts of interest and to ensure standard conduct within the Company, donations and sponsorship measures are permitted only in the context of the respective legal framework and in accordance with the applicable internal rules of the Group brands and companies.

Donations and sponsorship measures are only granted in accordance with a transparent approval process. We grant payments and/or non-cash benefits for scientific, charitable, cultural or religious purposes. In addition, we grant donations exclusively to institutions which are recognized as charitable and / or tax-privileged.

### My contribution

If I consider a particular sponsorship measure to be worthy of support, I make initial contact with the appropriate departments in the Company, e.g., Communications, External Relations, and Human Resources.

The granting of donations must be transparent, i.e., the purpose, the recipient of the donation, and the financial management must be documented and verifiable. I comply with internal processes and general conditions and do not initiate any donation that could damage the reputation of our Company.

### Example

You are a fan of a particular soccer club and would like to provide financial support in the form of corporate sponsorship.

Sponsoring decisions are taken in accordance with all applicable processes, in consultation with all relevant departments and are based on objective criteria. Make sure to check the right process to follow and in case of concerns or when required by the process, get in contact also with your Compliance department.

#### 4.5 Taxes and customs

## We meticulously observe tax and customs regulations

### Corporate principle

As a global company, we are aware of our social responsibility to meet our obligations with regard to foreign trade, taxes and customs, and we explicitly endorse compliance with national and international legislation.

### My contribution

I design internal structures and processes in such a manner as to ensure that the taxes and customs to be paid by the respective Group companies are calculated correctly, promptly and in full, are disclosed in reporting, and are paid to the relevant fiscal authorities.

If I have information concerning a violation of tax and customs regulations in my area of responsibility, I undertake every action I can to prevent or stop this violation. If that is not possible, I get in touch with the appropriate contact person in the tax and customs department.

### Example

You are responsible for posting certain business transactions, for example general overheads such as maintenance expenses, and production costs, in the statutory financial statements.

One project exceeds certain controlling parameters early in the financial year. You therefore receive instructions to make an entry under maintenance expenses even though the transaction unquestionably relates to an investment and must therefore be treated as capitalized production costs.

Post the entry in line with legal requirements. All business transactions must be correctly reported pursuant to commercial law and tax regulations because these accounting records form the basis for tax returns.

Accounting errors could therefore result in incorrect tax returns and lead to serious consequences under tax and customs law for the Company and the employees responsible.

### We handle data carefully



#### Corporate principle

We attach great importance to handling data responsibly, securely and transparently. We collect, process, use, and store personal data solely in accordance with statutory requirements. We protect the personal data of customers, employees – including former employees and applicants – and partners such as suppliers and development partners.

#### My contribution

I handle personal data confidentially and my actions are clear and transparent. I integrate data protection in my actions and processes and ensure the security of all data in my area of responsibility. I take responsibility and pay attention to secure data exchange throughout the value chain. If in doubt, I contact my supervisor or the relevant data protection department.

#### Example

You are on a business trip, and you forget your business laptop on the train.

Report the incident immediately to the relevant IT service desk and, where possible, inform your supervisor.

## 4.7 IT security

### We secure our IT systems

#### Corporate principle

We respect IT security and abide by the applicable information security regulations. The information security regulations provide guidelines for different employment groups and are relevant for all employees.

#### My contribution

I familiarize myself with the applicable IT security regulations and observe the rules therein. As part of the IT security chain, I make my active contribution by being vigilant at all times and ensuring my basic IT security skills are always up-to-date.

#### Example

You work in technical development and receive an e-mail that would appear to have been sent by your Board member. The e-mail requests you to urgently send documents on a prototype. You are asked to reply personally to this e-mail and instructed not to involve any other colleagues.

Treat the e-mail with caution, it could be a phishing attack. Prototype data are strictly confidential and access to this data is closely restricted.

Do not allow yourself to be put under pressure. Check together with your supervisor whether the e-mail is genuine, for example by contacting the relevant Board member's office. In addition, report every phishing attempt to the Information Security Team.

## 4.8 Product compliance

### We inspire the world with our products

#### Corporate principle

Our products inspire countless people all over the world. We give high priority to the conformity and safety of our products. We have a responsibility to ensure that risks to health, safety, the environment, and the assets of our customers or third parties resulting from the use of these products are excluded where possible.

In compliance with statutory provisions, we develop our products in accordance with state-of-the-art technology, taking account of other binding obligations such as additional safety requirements resulting from the state of scientific knowledge. This is systematically ensured by means of established structures and stable processes. Once they have been put on the market, our products are constantly monitored in the field so that appropriate measures may be promptly initiated in the event of possible discrepancies. We do not make any compromises in this regard.

#### My contribution

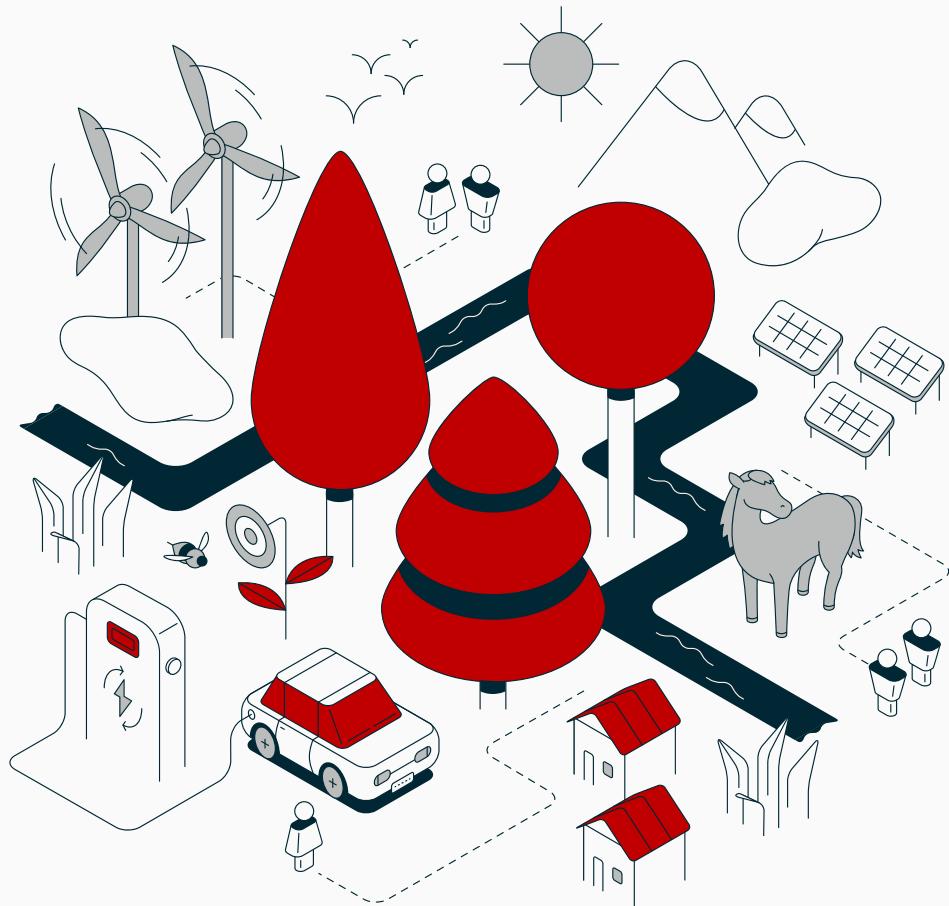
I carefully comply with all relevant provisions in my day-to-day work. I set realistic goals. If there is a conflict of goals, the conformity of our products always has top priority, regardless of time or cost pressure. That is why I embrace our defined processes and continuously improve them. We jointly identify and close gaps in processes in order to meet all binding obligations. I contact my supervisor or the PCMS team if I have any questions or concerns about product compliance.

#### Example

On a tour of the warehouse, you notice that a product is not stored properly. The product contains a material that could lead to damage to the product itself as well as other products stored nearby and create safety risks for employees. There are no risks to the environment.

Report the situation immediately to your supervisor and make sure that the way the product is stored is checked and the necessary steps are taken to prevent any possible damage or safety risks during storage as well as distribution.

# We bear responsibility for the environment and sustainability



## Corporate principle

As a global commercial enterprise, we bear responsibility for the environmental compatibility and sustainability of our products, locations, and services. Our Company aspires to be a global provider of sustainable mobility and a role model for protecting the environment. We focus on environmentally friendly, advanced, and efficient technologies, which we implement throughout the entire lifecycle of our products. From the very early phases of development and production onward, we make sure we manage natural resources carefully, continuously reduce the environmental impact, and comply with environmental protection laws and regulations.

Furthermore, we constantly reassess the environmental compatibility of products and manufacturing processes, optimizing these where necessary. We are a responsible member of society and a partner for politics. We seek a dialog with these players on future mobility concepts and on shaping ecologically sustainable development.

## My contribution

I am mindful of environmental protection in my work and use resources and energy economically and efficiently. I make sure my activities have the smallest possible impact on the environment and that they comply with environmental protection laws and regulations.

## Example

You notice that a tank in one of the halls is leaking and that large quantities of fluid used in the production process are spilling onto the floor. No one else seems to have noticed the leak and you are concerned that the entire tank could drain off.

Inform one of the employees in charge immediately and draw attention to the problem. Do not count on anyone else reporting the leak.

# SUPPORT

We offer support in dealing with the Code of Conduct.

## Preventing misconduct, contact points and Whistleblower System

Our Code of Conduct provides the binding framework for acting with integrity and in compliance with the rules within our Group. As Group employees, we have a responsibility to respect the principles of our Code in order to prevent Regulatory Violations and thus avoid damage to the Company. Violations of laws and internal policies are immediately investigated. Depending on the seriousness of the violation, this can have disciplinary, civil, or criminal consequences for the employees concerned. Proven misconduct can also have an impact on remuneration. That is why we talk to our supervisor or seek expert advice immediately if we have any questions or concerns, or if we suspect there has been a violation of internal or external regulations. The HR department and employee representatives are there to provide support. We can also contact the Company's Compliance Officer or the Compliance advice service at any time at:

E-mail: [compliance@ducati.com](mailto:compliance@ducati.com)

In addition, we can submit reports regarding Regulatory Violations via the Volkswagen Whistleblower System. We can give our name, or we can make the report anonymously. We are aware that the Volkswagen Whistleblower

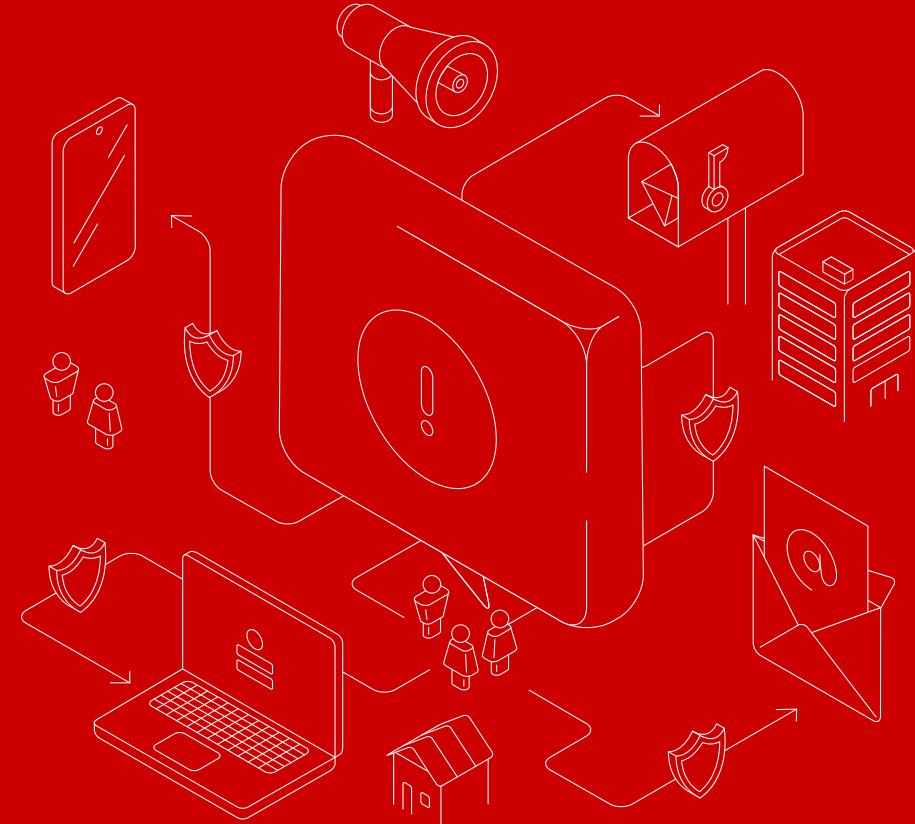
System has responsibility for investigating reports regarding Serious Regulatory Violations.

A Serious Regulatory Violation is a significant violation of our ethical values as set out in the Code of Conduct. Equally, violations of statutory laws or regulations that may significantly affect the reputation or financial interests of the Company are also considered to be Serious Regulatory Violations. In all other cases we should first seek advice from our supervisor, the HR department or Compliance.

Managers have a special function as role models. The decisions they make for the Company must always take account of values and regulations.

The purpose of the Whistleblower System is to protect our Company, the whistleblower, and all persons who contribute to the investigation and the termination of misconduct.

Discrimination against them is itself considered a Serious Regulatory Violation.



At the same time, the Whistleblower System protects the interests of Persons Implicated. For them, the presumption of innocence applies as long as a violation is not proven. The work of the Whistleblower System is based on uniform processes and the confidential, professional processing of reports. Abuse of the Whistleblower System is not tolerated and will be disciplined accordingly.

Potential violations of the Code of Conduct for Business Partners, including serious risks, violations of human rights and environmental violations by direct and indirect suppliers, can also be reported to the Central Investigation Office.

# We can access the Whistleblower System through the following channels:

## Contact details for the Investigation Office:

Postal address:

Audi AG  
Whistleblower System  
85045 Ingolstadt, Germany

E-mail:

whistleblower-office@audi.de

Online reporting channel:

<https://goto.speakup.report/audi>

You can submit your report in over 65 languages (also anonymously) via a web-based reporting channel.

In person:

Audi Investigation Office  
AUDI AG I/FG-H  
85045 Ingolstadt, Germany

Voice intake by phone:

Dial the phone number for the country that you are located in (Italy: 800 147 694) and enter the Audi organizational code 122237. The Investigation Office will receive a transcript of your voice recording.

Please find a list with relevant telephone numbers under <https://www.ducati.com/ww/en/company/governance-risk-compliance/compliance/whistleblower-system>

SpeakUp App:



Please scan the first QR Code and download the app „SpeakUp / Listen for a change“ by People Intouch (personal devices only)

To speak or type your message for us, scan the following second QR code or alternatively enter the Audi organization code 122237.



In addition, experienced external lawyers act as neutral mediators (ombudspersons) for us. As legal counsel, they are tasked with receiving reports about possible infringements of laws, internal rules or other conduct damaging to the Volkswagen Group. If necessary, and if the identity of the whistleblower is known, they make direct contact should they require feedback. Once the preparations are complete, the ombudspersons forward all information agreed with the whistleblower – anonymously if the whistleblower so wishes – to our Whistleblower System for further processing.

## Contact details for the ombudspersons:

Internet: <https://www.ombudsmen-of-volkswagen.com>

## SPECIFIC PROVISIONS FOR DUCATI MOTOR HOLDING S.P.A.

### Italian Legislative Decree 231/2001 and the role of the Independent Body

The Company has established its own Independent Body pursuant to the Italian Legislative Decree 231/2001 which is entitled to receive, also in an anonymous way, any report concerning the Code of Conduct and more in general concerning the matter governed by such Legislative Decree.

Any Addressee who is aware of any violation of the principles of the Code of Conduct committed by any employees of Ducati Motor Holding S.p.A. can report it also to the Independent Body, which holds also the office of ombudsman with regards to the Code of Conduct.

The Independent Body is composed by 3 members: an internal one and two external professionals. It can be contacted at the following address:

## Contact details for information flows to the Independent Body and for reports outside the scope of the Legislative Decree 24/2023 and relevant under the Legislative Decree 231/2001:

email: [odv@ducati.com](mailto:odv@ducati.com)

### Italian Legislative Decree 24/2023 and ANAC Reporting Channel

Abiding by the European Directive 2019/1937, the Italian Legislator has issued the Legislative Decree no. 24 of March 10, 2023 ("Decree 24/2023") on "the protection of persons who report violations of European Union law and laying down provisions concerning the protection of persons who report violations of national regulatory provisions".

The Internal Reporting Channels to the Investigation Office are set up in compliance with the requirements of the Decree 24/2023.

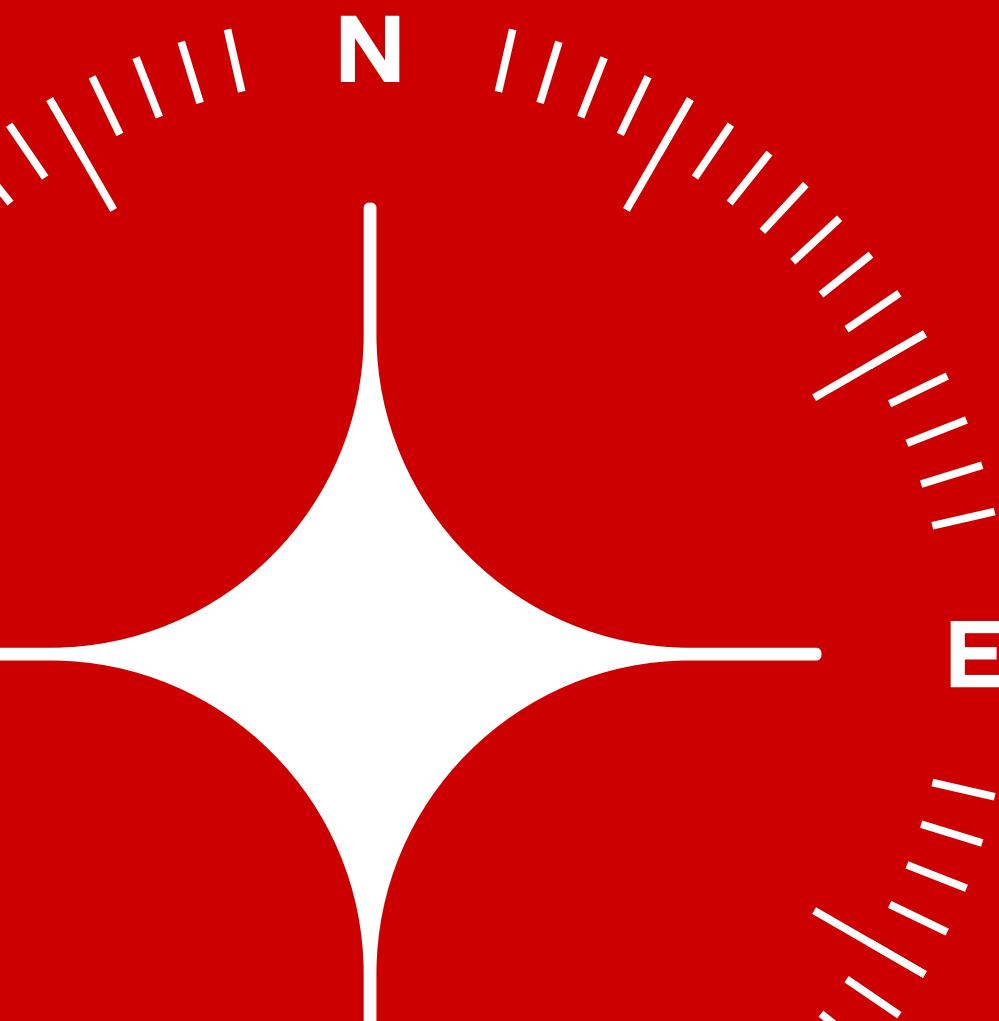
The Decree 24/2023 also clarifies that in specific cases reports can also be made to the Italian Anticorruption Authority (ANAC) as follows:

- there is no provision within the work context for the mandatory activation of the internal reporting channel or this channel, even if mandatory, is not active or, even if activated, does not comply with what is required by law;
- the reporting person has already made an internal report and it has not been followed up;
- the reporting person has well-founded reason to believe that, if he or she made an internal report, the report would not be effectively followed up or that the same report could result in a risk of retaliation;
- the reporting person has reasonable grounds to believe that the violation may pose an imminent or obvious danger to the public interest.

Further information on the Volkswagen Group Whistleblower System and the report to ANAC, the ombudspersons and the relevant external reporting channel is available on the internet at: <https://www.ducati.com/ww/en/company/governance-risk-compliance/compliance/whistleblower-system>

# SELF-TEST FOR DECISION GUIDANCE

If at any time I am unsure whether my behavior complies with the principles set out in our Code of Conduct, I should ask myself the following questions:



1. Did I take all relevant matters into consideration and weigh them properly? (content test)
2. Am I confident that my decision is within the constraints of legal and company requirements? (legality test)
3. Do I stand by my decision when it is revealed? (supervisor test)
4. Am I in favor of all such cases being decided the same way company-wide? (universality test)
5. Do I still think my decision is right when my company has to justify it in public? (public test)
6. Would I accept my own decision if I were affected? (involvement test)
7. What would my family say about my decision? (second opinion)

If my answer to questions 1– 6 is “yes” and the answer to question 7 is positive, my behavior is very likely to be compliant with our principles. If questions remain unanswered or if I have any doubts, I should get in touch with any of the points of contact listed in this chapter.



## Annex 3

### D.O.C visual identity and D.O.C. Trademark List



# Ducati Official Club guide

Last update: November 2025

# Indice

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# Marchio Ducati Official Club

## The Ducati Official Club trademark



Official  
Club



Il marchio Ducati Official Club viene utilizzato nei materiali gestiti e rilasciati da Ducati Motor Holding S.p.A. ai Ducati Official Club (D.O.C.) con lo scopo di dichiararne l'ufficialità.

Il marchio Ducati Official Club è composto:

- > dal Marchio Ducati,
- > dalla dicitura "Official Club" in font Ducati Style Extended Bold,
- > da una linea di separazione dei due elementi.

Nel marchio Ducati Official Club le varianti colore sono:

- > dicitura Official Club nera su fondo bianco,
- > dicitura Official Club bianca su fondo rosso e su fondo nero.

The Ducati Official Club trademark is used in the products managed and distributed by Ducati Motor Holding S.p.A. to the Ducati Official Clubs (D.O.C.) as a proof of official product.

The Ducati Official Club trademark consists of:

- > the Ducati Shield,
- > the "Official Club" wording in Ducati Style Extended Bold font,
- > a line separating the two elements.

Colour versions of the Ducati Official Club trademark are:

- > black Official Club wording on white background,
- > white Official Club wording on red and black background.

# Marchio Ducati Official Club su fondi di colori diversi

## Ducati Official Club trademark on different background colours



Colori Istituzionali / Corporate colours



Esempi di colori generici chiari /  
Examples of generic light colours



Esempi di colori generici scuri /  
Examples of generic dark colours

# Regole di applicazione

## Application guidelines



Official  
Club

Nell'applicazione del marchio Ducati Official Club bisogna tenere conto della leggibilità del Marchio Ducati ospitato all'interno.

Il Marchio Ducati dovrà avere una base uguale o maggiore a 1 cm e la tecnica di riproduzione del marchio deve garantirne la corretta riproduzione evitando qualsiasi genere di deformazione.

When deciding the application of the Ducati Official Club trademark, the legibility of the Ducati Shield within the combined logo must be taken into account. The Ducati Shield must have a base equal to or greater than 1 cm and the reproduction technique used must guarantee its correct reproduction avoiding any kind of deformation.

# Marchio Ducati Official Club

## The Ducati Official Club trademark



Esempi di applicazione  
Examples of application

Patch



77x50 mm



77x50 mm



77x50 mm



77x50 mm

Spilla / Pin



35x17 mm

Il marchio Ducati Official Club con l'aggiunta dell'anno viene utilizzato da Ducati Motor Holding S.p.A. per la realizzazione del Kit distribuito da Ducati ai D.O.C.

The Ducati Official Club trademark with the addition of the year is used by Ducati Motor Holding S.p.A. for production of the Kit distributed by Ducati to the D.O.C.

Il marchio Ducati Official Club  
The Ducati Official Club trademark

**DUCATI** | Official Club

**DUCATI** | Official Club

**DUCATI** | Official Club

Nel marchio Ducati Official Club, lo scudetto può essere sostituito con il logo Ducati quando:  
> il marchio non può essere riprodotto in misura uguale o maggiore ad 1 cm di base,  
> ci sono limitazioni tecniche di riproduzione,  
> il prodotto dove trova applicazione ha uno sviluppo marcatamente orizzontale o verticale.

In the Ducati Official Club trademark the Shield can be replaced with the Ducati logo when:  
> the trademark reproduction base size cannot be equal to or greater than 1 cm,  
> there are technical restrictions for reproduction,  
> the development of product where the logo is applied is definitely horizontal or vertical.

# Vietato Forbidden



Official  
Club



Official  
Club

TEXT OR LOGO



Official  
Club



**DUCATI** | Official Club



**DUCATI**  
Official Club



**DUCATI** | Official Club



**DUCATI** | Official Club  
TEXT OR LOGO



È vietato:

- > modificare in alcun modo il marchio Ducati Official Club,
- > dividerlo per usarne solo una parte,
- > integrarlo ad altre diciture o loghi contaminando la sua distintività visiva.

It is prohibited to:

- > change the Ducati Official Club trademark in any way,
- > split the trademark and use only part of it,
- > add other elements to it, contaminating its visual distinctiveness.

Marchio Approved Ducati Official Club  
The Approved Ducati Official Club trademark

— 000 —  
Approved  
Ducati Official Club  
— **DUCATI** —

Questo marchio certifica da quanto tempo il club è affiliato a Ducati.

This trademark certifies how long the Club it has been linked to the Ducati Brand.

# Marchio Approved Ducati Official Club su fondi di colori diversi

## The Approved Ducati Official Club trademark on different background colours



Colori Istituzionali / Corporate colours



Esempi di colori generici chiari /  
Examples of generic light colours



Esempi di colori generici scuri /  
Examples of generic dark colours

Vietato  
Forbidden



È vietato:

- > modificare in alcun modo il marchio Approved Ducati Official Club,
- > dividerlo per usarne solo una parte,
- > integrarlo ad altre diciture o loghi contaminando la sua distintività visiva.

It is prohibited to:

- > change the Approved Ducati Official Club trademark in any way,
- > split the trademark and use only part of it,
- > add other elements to it, contaminating its visual distinctiveness.

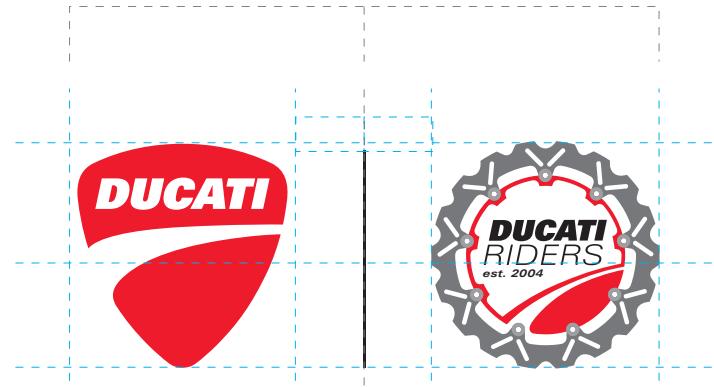
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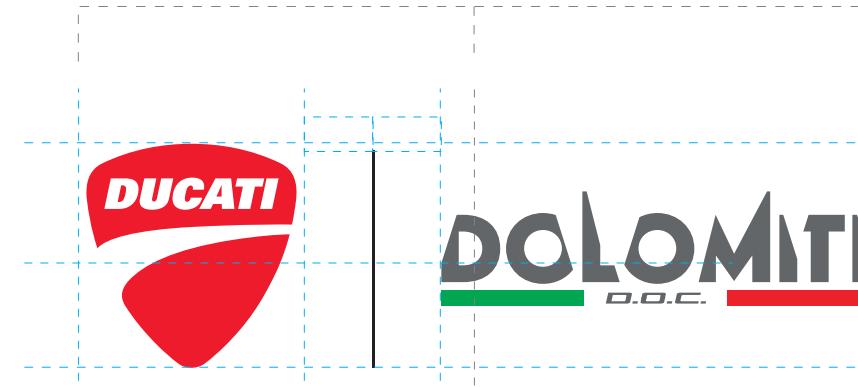
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# Combo Ducati Official Club

## The Ducati Official Club combined logo



Ducati Official Club  
Ducati Riders



Ducati Official Club  
Dolomiti

Il combo Ducati Official Club in uso ai D.O.C. è composto:

- > dal Marchio Ducati,
- > dal logo D.O.C.,
- > da una linea di separazione tra i due marchi,
- > dalla dicitura "Ducati Official Club" in font Ducati Style Extended Bold,
- > dal nome del Club in font Ducati Style Extended Regular.

Il nome del Club può essere riprodotto con il Ducati Style Extended Bold laddove la riproduzione del Regular non ne consente la leggibilità.

Il Marchio Ducati e il logo D.O.C. devono essere fra di loro proporzionati visivamente.

Se il logo D.O.C. presenta uno sviluppo marcatamente orizzontale, la scritta Ducati Official Club ed il nome del D.O.C. dovranno essere allineate centralmente rispetto allo spazio occupato dai due marchi soprastanti.

The Ducati Official Club combined logo used by the D.O.C. is made of:

- > the Ducati Shield,
- > the D.O.C. logo,
- > a line separating the two elements,
- > the "Ducati Official Club" wording in Ducati Style Extended Bold font,
- > the Club name wording in Ducati Style Extended Regular font.

The Club name can be reproduced with the Ducati Style Extended Bold font in case it is not readable if Regular font is used.

The Ducati Shield and the D.O.C. logo must be visually proportionate to each other.

If the D.O.C. logo development is distinctively horizontal, the Ducati Official Club wording and the D.O.C. name must be aligned centrally with respect to the above space where the two trademarks are reproduced.

# Combo Ducati Official Club su fondi di colori diversi

## Ducati Official Club combined logo on different background colours



Colori Istituzionali / Corporate colours



Esempi di colori generici chiari /  
Examples of generic light colours



Esempi di colori generici scuri /  
Examples of generic dark colours

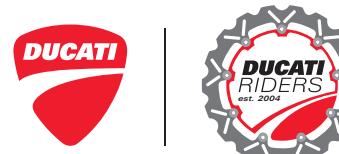
# Vietato Forbidden



Ducati Official Club



Ducati Official Club  
Ducati Riders



Ducati Official Club  
Ducati Riders



Ducati Official Club  
Ducati Riders



Ducati Official Club  
Ducati Riders



Ducati Official Club  
Ducati Riders



È vietato:

- > modificare in alcun modo il combo Ducati Official Club,
- > integrarlo ad altre diciture o loghi contaminando la sua distintività visiva.

It is prohibited to:

- > Change the Ducati Official Club combined logo in any way,
- > Add other elements to it, contaminating its visual distinctiveness.

# Esempi di applicazione del combo Ducati Official Club

## Examples of application of Ducati Official Club combined logo

Rotolo in pvc / Pvc roll



Cappellino / Cap



Striscione / Banner



T-shirt



Adesivo / Sticker



Fronte / Front



Retro / Back

# Esempi di applicazione del logo D.O.C. e del marchio Ducati Official Club

## Examples of application of D.O.C. logo and Ducati Official Club trademark

Bandiera / Flag



T-shirt



Fronte / Front



Retro / Back

Rotolo in pvc / Pvc roll



In quei prodotti dove si vuole dare maggiore risalto al logo D.O.C. è possibile utilizzarlo separatamente, abbinandolo al marchio Ducati Official Club.

In products where the D.O.C logo is to be given prominence, it can be used separately together with the Ducati Official Club trademark.

# Regole di utilizzo dei diversi loghi

## Logos do and do not

Reason Why	Logo	Dove usare il logo Where to use the logo
<p>Il club certifica da quanto tempo il club è legato al Brand Ducati</p> <p>The club certifies how long the Club it has been linked to the Ducati Brand</p>	 <p><b>1</b> Approved <b>Ducati Official Club</b> <b>DUCATI</b></p>	<p>Punti di contatto istituzionali di Ducati/Club (2)</p> <p>Ducati's/Club's institutional touch points (2)</p>
<p>Il club comunica il suo legame con il Brand Ducati</p> <p>The Club communicates its connection with the Ducati Brand</p>	 <p><b>Ducati Official Club</b> Ducati Riders</p>	<p>Materiali di comunicazione del club (1)</p> <p>Club's communication materials (1)</p>
<p>Il club esprime visivamente il suo amore per il Brand Ducati</p> <p>The Club visually expresses its love for the Ducati Brand</p>		<p>Ovunque</p> <p>Everywhere</p>

(1) Ex. Annual Official DOC kit, DOC Events, Ducati events involving Clubs.

(2) Ex: Ducati website, Official Club Website, Social bios, Club identification Card, Club plaque.

# Indice

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# Regole per la costruzione del Logo D.O.C. Rules for the construction of the D.O.C. Logo

> Nel caso in cui il D.O.C. decidesse di costruire il proprio Logo inserendo Marchi Ducati, detto Logo D.O.C., potrà contenere solo ed esclusivamente i Marchi D.O.C. indicati ai seguenti punti 1, 2 e 3: / If the D.O.C. decides to construct its own Logo by inserting Ducati Trademarks, the D.O.C. Logo may only and exclusively contain the D.O.C. Trademarks indicated in points 1, 2 and 3:

1) Il Logo D.O.C. può contenere il Marchio Ducati riportato sotto che non potrà essere modificato, deformato, tagliato, scomposto interpretato con font che lo imita o assumere colori diversi da quelli istituzionali. Su sfondo bianco il logo Ducati attuale potrà essere rosso o nero su sfondo rosso o nero dovrà essere bianco. / The D.O.C. Logo can contain the Ducati Trademark shown below, which cannot be modified, deformed, cut, decomposed, interpreted with a font that imitates it or in any colour other than institutional ones. The current Ducati logo may be red or black on a white background, or white on a red or black background



2) Il Logo D.O.C. può contenere i seguenti due Marchi Ducati che non potranno essere modificati, deformati, tagliati, scomposti interpretati con font che li imitano. / The D.O.C. Logo can contain the two following Ducati Trademarks, which cannot be modified, deformed, cut, decomposed, interpreted with a font that imitates them.



3) Il logo D.O.C. può contenere i Marchi Desmo e Ducati Desmo indicati sotto che non potranno essere modificati, deformati, tagliati, scomposti interpretati con font che li imitano. / The D.O.C. Logo can contain the two Desmo and Ducati Desmo Trademarks indicated below, which cannot be modified, deformed, cut, decomposed, interpreted with a font that imitates them.



> Il D.O.C., nella costruzione del proprio Logo, può utilizzare inoltre solo la sagoma del Marchio Ducati scudetto o un'interpretazione dello stesso. Non è ammesso in nessun modo l'utilizzo della curva o un'interpretazione della stessa all'interno dello scudetto. / In addition, for the construction of its own Logo, the D.O.C. can only use the template of the Ducati Trademark shield or an interpretation of the same. It is not permitted in any way to use the curve or an interpretation of it within the shield.



✓ Esempio ammesso di Logo D.O.C. che utilizza la forma dello scudetto / Example of permitted D.O.C. Logo using the shape of the shield



✗ Esempio non ammesso di Logo D.O.C. che utilizza la curva / Example of non-permitted D.O.C. Logo using the curve

# Regole per la costruzione del Logo D.O.C. Rules for the construction of the D.O.C. Logo

- > Il Logo D.O.C. può contenere immagini di motocli Ducati solo se riprodotti in forma artistica (come per esempio sotto forma di disegno, rivisitazione grafica, in stile fumettistico) ma senza esporre il Marchio/nome del modello. L'interpretazione grafica della moto deve essere sottoposta all'approvazione del Centro Stile Ducati. / The D.O.C. Logo may contain images of Ducati motorcycles only if they are reproduced in artistic form (e.g. drawing, new graphic interpretation, comic-book style), but without displaying the Trademark/model name. The graphic interpretation of the motorcycle must be submitted to the approval of the Ducati Design Center.
- > Il Logo D.O.C. non deve contenere o avere riferimenti a marchi o loghi di terzi. / The D.O.C. Logo must not contain or have references to third-party trademarks or logos.
- > Il Logo D.O.C. non deve avere riferimenti politici e religiosi o essere offensivo nei riguardi di una determinata razza, religione, etnia o nazionalità. / The D.O.C. Logo must not have political or religious references or be offensive toward a particular race, religion, ethnicity or nationality.
- > Il Logo D.O.C. non deve incentivare all'uso di armi o all'abuso di alcol. / The D.O.C. Logo must not encourage the use of weapons or alcohol abuse.
- > Il Logo D.O.C. non deve contenere immagini o frasi contrari all'ordine pubblico o al buon costume e non deve essere contrario alla legge. / The D.O.C. Logo must not contain images or statements contrary to public order or morality and must not be contrary to the law.



Per informazioni o supporto rispetto all'applicazione di questa Corporate Identity contattare:  
For any information or support regarding the application of this Corporate Identity, please contact:

> Paola Bosi: [paola.bosi@ducati.com](mailto:paola.bosi@ducati.com), Corporate and Creative Center



## Annex 4

### DATA PROCESSING AGREEMENT

This Data Processing Agreement (hereinafter "**DPA**") is entered by and between

- (i) *Ducati Motor Holding S.p.A.* with headquarters in Via Cavalieri Ducati 3 – Bologna, Italy (hereinafter "**Controller**" or "**Company**"); and
- (ii) \_\_\_\_\_ with main place of business in \_\_\_\_\_ ("Processor"),

(hereinafter individually "**Party**" and collectively "**Parties**").

#### WHEREAS

1. by virtue of the agreement entered into by and between the Controller and the Processor on \_\_\_\_\_ (hereinafter "**DOC Regulation**"), the Processor undertakes to comply with the provisions agreed with the Controller;
2. the activity carried out may from time to time entail the access by or the communication to the Processor of Data Subjects' information deemed as personal data pursuant to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data ("**GDPR**"), and other applicable data protection provisions and laws; and
3. the Parties agree that the data transfers governed by this DPA fall within the scope of Article 28 of the GDPR and that the Processor acts as the data processor in compliance with the GDPR and the intention of the Parties is to use this DPA as an agreement to regulate the processing of data.

**Now, therefore**, all the above considered and in order to provide sufficient guarantees on the protection of privacy, freedoms and fundamental rights of natural persons in case of personal data transfers from the Controller to the Processor, the Parties hereby agree as follows:

**Ducati Motor Holding spa**  
ducati.com

Via Cavalieri Ducati, 3  
40132 Bologna, Italia  
Tel. +39 051 6413111  
Fax +39 051 406580

Società a Socio Unico  
Società soggetta all'attività di Direzione  
e Coordinamento di AUDI AG



## Article 1. Purpose of the DPA and Processor's obligations

1.1 In compliance with the General Data Protection Regulation (EU) 2016/679 (hereinafter "GDPR" or Regulation), as well as with Italian Legislative Decree no. 196/2003, "Personal data protection code", as amended and supplemented by Italian Legislative Decree no. 101/2018, "Provisions for the adaptation of national legislation to the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council, of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC", this DPA is aimed at regulating the processing of personal data carried out by [\_\_\_\_\_], acting as Processor under Art. 28 of the Regulation, on behalf and in the interest of the Controller, while conducting negotiations (hereinafter "Negotiations") and/or performing contracts (hereinafter "Contract/s") with respect to persons deemed as Data Subjects pursuant to art. 4, paragraph 1, no. 1 of the Regulation.

1.2 The Processor hereby declares and guarantees that any personal data it will come into contact with, both while conducting Negotiations and performing Contracts, are and shall be collected, processed and communicated in compliance with the rules referred to in the Regulation and in the Italian Legislative Decree no. 196/2003, subject to an appropriate privacy notice and based on a valid legal basis.

1.3 In this regard, the Processor shall indemnify and hold Ducati harmless from and against any claim deriving from the failure or incorrect fulfilment of the aforementioned obligations, thus undertaking to indemnify Ducati in case of damages, costs, expenses (including legal fees) borne by this latter as a result of the possible imposition of administrative sanctions and/or Data Subjects' appeals.

1.4 The Processor shall also provide Ducati, upon explicit request of this latter, with appropriate documentation suitable to prove the fulfilment of the aforementioned obligations, and shall allow any control on the regularity of the adopted procedures that Ducati shall deem as appropriate.

## Article 2. Effectiveness and duration

2.1 This DPA shall become effective upon its execution and acceptance by the Parties and shall be applicable to each legal relationship signed between parties.

2.2 Processing duration.

Without prejudice to the provisions established in any individual Contracts entered into, the duration of the processing hereunder is linked thereto; once the Contracts are terminated, the Processor shall destroy the processed data or keep the data strictly necessary for the period strictly necessary for the legal obligations, according to the law and in compliance with the privacy legislation and its own policy.



## Article 3. Protection of personal data which Ducati is Controller of

The provisions contained in this and the following articles are considered as implementing the legislative requirements established by the GDPR Regulation (in particular pursuant to art. 28 of the Regulation), with reference to the personal data that \_\_\_\_\_ processes on behalf of the Controller.

## Article 4. Definitions

4.1 The Parties agree that the terms used in this article, but not otherwise defined here below or in the Contracts, where entered into, shall have the meanings assigned thereto in the GDPR.

- "Contract" shall mean any contract/s entered into by and between the Controller and \_\_\_\_\_, which this DPA is an integral part of, or in any case any contractual agreement or other legal act entered into or performed by and between Ducati and \_\_\_\_\_ as to regulate the relationships between the Parties and involving the processing of personal data which Ducati is the Controller of;
- "Union Law" shall mean any EU source of law governing personal data protection which the Controller, the Processor and any Sub-Processors are subject to;
- "Member State Law" shall mean any source of law of the Member State governing personal data processing which the Parties are subject to: in particular, Italian Legislative Decree no. 196/2003, "Personal data protection code", as amended and supplemented by Italian Legislative Decree no. 101/2018 of "Provisions for the adaptation of national legislation to the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council, of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)";
- "Regulation" shall mean the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation);
- "Processed Personal Data" shall mean the Data Subjects' personal data processed by \_\_\_\_\_ on behalf of the Controller and the Data Subjects themselves, during Negotiations and in the performance of the activities covered by the Contract/s;
- "Processing" shall mean any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, in the availability of the Controller, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
- "Services" shall mean all types of activities, including those referred to in article 1.2 above, carried out by \_\_\_\_\_ in favour of the Controller in the performance of this DPA, as well as of the Contract/s;



- "Controller" shall mean the data controller as defined under art. 4, paragraph 1, no. 7) of the Regulation;
- "Processor" shall mean the data processor as defined under art. 4, paragraph 1, no. 8) of the Regulation;
- "Sub-Processor" shall mean the Processor appointed by \_\_\_\_\_ for the processing of some personal data;
- "Appropriate Security Measures" shall mean technical and organisational security measures, as defined by art. 32 of the Regulation;
- "Breach of Personal Data" (or data breach) shall mean the security breach that involves the unintentional or unlawful destruction, loss, modification, unauthorised disclosure or access to data provided, stored or otherwise processed.

## Article 5. General Conditions

5.1 \_\_\_\_\_ has been selected by the Controller to perform the "Contract", as it has declared and guaranteed that it will provide sufficient guarantees in the implementation of appropriate technical and organisational measures that meet the requirements of the Regulation, thus ensuring the protection of Data Subjects' rights during Negotiations and in the performance of the activities being the subject-matter of the Contract/s.

5.2 In relation to the processing of personal data in the availability of the Controller, \_\_\_\_\_ shall act as Processor, pursuant to art. 28 of the Regulation, and shall limit the processing to what is strictly necessary for the performance of Negotiations and the Contract/s and to process data only according to the instructions provided by the Controller by virtue of the contract and this DPA.

5.3 By signing this DPA, \_\_\_\_\_ shall agree and undertake to comply with the principles and obligations deriving from the Regulation, with particular reference to those intended for the Processor as set forth by the Regulation and the law of the Member State.

5.4 The elements of the processing, as indicated in art. 28, paragraph 3 of the Regulation, are reported in details as follows.

## Article 6. Appointment of Processors, pursuant to art. 28, paragraph 2 of the Regulation, for the performance of the Services

6.1 The Controller authorises, in general, \_\_\_\_\_ to appoint Sub-Processors, who shall be acting as other processors pursuant to art. 28, paragraph 2 of the Regulation, for the performance of the Services (hereinafter "Sub-Processors").  
6.2 Any Sub-Processors appointed by *[name of the Ducati Club]* shall be subject to the same legislative and contractual obligations which \_\_\_\_\_ is subject to as Processor.

6.3 That being the case, \_\_\_\_\_ shall inform Ducati of the appointed Sub-Processors and of their addition or replacement so as to give Ducati the opportunity to oppose these changes.



6.4 In the event that, for the performance of the "Contract", the Processor appoints Sub-Processors established in countries other than those belonging to the European Economic Area, personal data shall be transferred based on the adoption of an adequacy decision or, in any case, on suitable safeguards, pursuant to articles 44 and following of the Regulation, including, if necessary, the acceptance, signed by the data importer, of the standard data protection clauses approved by the European Commission pursuant to art. 93, paragraph 2 of the Regulation, or the adoption of binding corporate rules pursuant to art. 47 of the Regulation.

### **Article 7. Confidentiality clause**

The Processor is responsible for the confidentiality of data, even after the termination of the "Contract", and shall have the persons authorised to process Ducati's personal data as well as its employees to comply with the same confidentiality obligations.

### **Article 8. Data subject to the Processing**

Management of the affiliations of Ducati customers through the collection, registration and use of their personal data.

### **Article 9. Nature of the processing**

Paper and digital processing.

### **Article 10. Data Processing Purposes**

Management of the affiliations of Ducati customers, event organisation and communication

### **Article 11. Type of personal data and categories of Data Subjects**

- *common personal data*: the name;
- *identification data*: residential and domicile address, citizenship, email address, telephone number, *mobile* number, fiscal code, age, sex, place and date of birth, identity card,
- *categories*: customers affiliated to the club.

### **Article 12. Processor's obligations and Data Subjects' rights**

12.1 The Processor shall take all necessary security measures so as to ensure that data are processed in a lawful, correct and transparent way, in a purpose-limited manner and with minimisation, accuracy, limited retention period, integrity and confidentiality.

12.2 The Processor shall adopt an adequate level of security so as to mitigate the risks deriving from destruction, loss, modification, unauthorised disclosure or access, in an



accidental or illegal manner, to personal data transferred, stored and processed in any way.

12.3 Taking into account the nature of the processing, these security measures may include:

- the ability to ensure confidentiality, integrity and availability on a permanent basis;
- and the resilience of processing systems and services;
- the ability to promptly restore the availability and access of personal data in the event of a physical or technical incident;
- a procedure for testing, checking and regularly assessing the effectiveness of the security measures;
- an internal procedure to promptly notify the Controller in the event of a data breach;
- a processing register to be kept.

12.4 The Processor shall support the Controller, with adequate security measures, in facilitating the exercise of the rights and in satisfying the requests of the Data Subjects.

12.5 The Processor shall support the Controller in obtaining the approval of the Supervisory Authorities for the protection of personal data, if necessary.

### **Article 13. Second-party audit**

The Processor shall provide the Controller with all the information necessary to prove compliance with the obligations established by the current privacy legislation.

### **Article 14. Persons authorised to process data**

\_\_\_\_\_ is required to:

14.1 to take all reasonable measures - in performing the activities related to the Negotiations as well as the Contract/s - so as to ensure the reliability of each person who shall have access to personal data in the availability of the Controller, due to any working and co-operation relationship established with \_\_\_\_\_;

14.2 guarantee that the persons authorised to process personal data have received adequate instructions for compliance with the provisions referred to in the Regulation.



## Article 15. Authorised signatories

This document shall be signed by the corporate Resources having the necessary powers.

### Signature of the Processor

Signed by \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

Signed:

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**Annex 5**  
**Domain Name Agreement**

**DOMAIN NAME AGREEMENT**

This domain name agreement (the "Agreement") is by and between

**DUCATI MOTOR HOLDING S.p.A.**, a Sole Share Holder Company, subject to the Management and Coordination activities of Audi AG, with registered office at via Cavalieri Ducati no. 3, Bologna - Italy, here represented by its legal representative *pro-tempore* Francesco Milicia and Patrizia Cianetti (hereinafter referred to as "**DUCATI**")

and

Name of the Club: \_\_\_\_\_, of \_\_\_\_\_ nationality, fiscal code and VAT number \_\_\_\_\_, with registered office at via \_\_\_\_\_, here represented by its legal representative *pro-tempore* \_\_\_\_\_ (hereinafter referred to as "**DOC**")

(Hereinafter each individually also referred to as "Party" and or jointly as "Parties")

**RECITALS**

WHEREAS, DUCATI is the exclusive owner of several trademarks, domain names and Intellectual Property rights.

WHEREAS, DUCATI has developed a project called "*Ducati Official Club*" (in the following "DOC") with which club that share the Ducati values become affiliated, by signing a specific DOC Regulation.

WHEREAS, by virtue of their affiliation with "*Ducati Official Club*", such affiliated clubs enjoy a series of privileges and services that DUCATI makes available to them to support their activities.

WHEREAS, in consideration of the DOC Regulation ("DOC Regulation" sub Annex 1) signed by DOC (*name of the specific DOC* \_\_\_\_\_ ("DOC") on (*date of signature of Doc Regulation*) \_\_\_\_\_ and for the purpose of his affiliation to the "*Ducati Official Club*" (hereinafter the "**DOC Affiliation**"), DUCATI intends to authorize DOC to register and use the domain name " \_\_\_\_\_".

NOW, THEREFORE, in consideration of the preceding recitals and of the following terms and conditions, the Parties agree as follows.

**Art. 1 - Premises and Annexes**

1.1. The above premises and Annexes shall be considered as integral parts of this Agreement.



## **Art. 2 - Scope of the Agreement**

- 2.1. With reference to the DOC Regulation signed by DOC for the purpose of the DOC Affiliation, DUCATI authorizes DOC to register, at its own expense, and use the domain name "\_\_\_\_\_ ("Domain Name").
- 2.2. DOC undertakes to ensure that the contents of the website associated with the Domain Name (and more generally the terms of use of the Domain Name) comply with provisions as set forth in the DOC Regulation.

## **Art. 3 - Term and termination**

- 3.1. The DOC's rights referred to in the previous article 2 will be granted as long as the mentioned DOC Affiliation will be in force or as long as DUCATI will possibly revoke - for any reason whatsoever - the present authorization granted under this Agreement (hereinafter "Period").
- 3.2. Upon termination of the Period, DOC will immediately (i) transfer, free of charge, the ownership of the Domain Name to DUCATI or to subject indicated by this latter, or (ii) cancel, free of charge, the Domain Name, depending on the decision of Ducati, upon a simple written request by the latter. DOC will undertake to carry out all activities required to enable the above transfer.

## **Art. 4 - Penalty**

- 4.1. DOC shall pay EUR 50.00 (fifty) per day for every day that the transfer of the Domain Name to DUCATI is delayed beyond the termination of the Period, according to Art. 3.2 of the Agreement. The application delay penalty, deemed fair by the Parties, shall not prejudice to and be addition to the rights of DUCATI arising from Law and this Agreement.

## **Art. 5 - Maintenance fees and costs**

- 5.1. DOC undertakes to maintain the Domain Name during the Period. In particular, DOC shall be responsible for paying all maintenance fees for maintaining Domain Name during the Period.
- 5.2. It is also understood that any costs for the eventual transfer of the Domain Name to DUCATI or to subject indicated by this latter and/or cancellation of the Domain Name - pursuant to art. 3.2 - will be totally borne by DOC.

## **Art. 6 - Intellectual Property Rights of Ducati**

- 6.1. Without prejudice to the rights granted within the limits of this Agreement and the DOC Regulation, DOC (including its controlling and parent Companies, its affiliates, subsidiaries) undertakes, both during the Period and at any time:
  - i) not to file or attempt to file or use signs (as trademarks, domain names or any other Intellectual Property right) which are identical or confusingly similar to DUCATI's Intellectual Property rights;
  - ii) not to contest the ownership or validity of any of DUCATI's Intellectual Property rights, nor assist anyone else to do so, nor do anything that would jeopardize or diminish the value of them.
- 6.2. DOC undertakes to refrain from transferring and / or assigning and / or granting for use and/or licensing the Domain Name to parties other than DUCATI.



## **Art. 7 - Warranties and Infringements**

- 7.1. DOC undertakes to comply with the regulations in force regarding the registration and use of the Domain Name.
- 7.2. Nothing in this Agreement shall be construed as a representation or warranty that the Domain Name is not infringing any valid and existing intellectual property rights of third parties.
- 7.3. If a third-party claims that an intellectual property right has been infringed by the registration and/or use of the Domain Name, DOC shall promptly inform DUCATI in written form and shall make the best efforts to have such claim withdrawn, compromised or defended, at its expense, coordinating all activities with DUCATI.
- 7.4. In no event shall DUCATI be held liable for any act of infringement that may result to third parties from the registration and/or use of the Domain Name by DOC as well as of any DUCATI Intellectual Property rights, the use of which may have been granted to DOC under the DOC Regulation and within the scope of the DOC Affiliation.

## **Art. 8 - Communication**

- 8.1. Any notice, or communication provided for in this Agreement shall be deemed effective if sent via e-mail or fax to the following representatives and addresses or at such changed address as the Party shall have specified by written notice.

To DUCATI:  
club@ducati.com

To DOC:

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## **Art. 9 - Applicable law and competence**

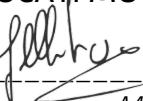
- 9.1. This Agreement shall be interpreted pursuant to, and in accordance with, the laws of Italy.
- 9.2. Any dispute, controversy or claim arising under, out of or relating to this Agreement and any subsequent amendments of this contract, including, without limitation, its formation, validity, binding effect, interpretation, performance, breach or termination, as well as non-contractual claims, shall be referred to and settled by the Court of \_\_\_\_\_, without prejudice to DUCATI's right to take any action before the competent authorities (*i.e. WIPO, etc.*) in order to obtain the cancellation and/or transfer / reassignment of the Domain Name.

## **Art. 10 - Amendments**

- 10.1. This Agreement may not be amended, altered or supplemented except by an Agreement in writing duly executed by both Parties.



DUCATI MOTOR HOLDING S.p.A.

  
-----  
Francesco Milicia,  
VP Global Sales and After Sales

Bologna, 04/12/2025  
-----  
(date and place)

  
-----  
Patrizia Cianetti,  
Marketing and Communication Director

Bologna, 04/12/2025  
-----  
(date and place)

D.O.C.

-----  
President name:  
D.O.C. President

-----  
(date and place)



## Annex 6

### D.O.C.-Dealer Relationship Golden Rules



Official  
Club

## What should a D.O.C. do for their Dealer?

### 1. Communication and Planning

- a) Club staff must maintain open communication with the Dealership staff**, in particular the management and their designated contact person (who must be registered as a Supporting Dealer User on DCO)
- b) Each year, at the beginning of the riding season, prepare a combined calendar of events**, including joint activities and the main Club and Dealer events. Remember to upload to DCO the Club main events and any joint activities, indicating the Dealer's involvement in the description.
- c) Schedule regular meetings** (ideally quarterly) **with the Dealer staff** to share information in advance, provide updates on joint activities and offer feedback. Together with the Dealer, keep Ducati informed about the progress of the joint activities with a half-year report to be sent at the end of June and at the end of December. Please follow the specific guidelines for redacting and sharing the report.

### 2. Local Experiences

- a) Collaborate with the Dealer to organise a minimum of 2 joint events per year.** One must be We Ride As One and the others can be test rides, exclusive previews of new models, celebratory events, road safety courses, track days, local rides, multi-day trips, MotoGP race viewing parties, etc.
- b) Attend all joint activities** with members, as well as **events organised by the Dealer**.
- c) Support the Dealer in at least 1 of their events per year**, for example by managing group rides and providing experienced club members as lead and tail riders.
- d) The Dealership** must be a point of reference for the D.O.C. community. If possible, **choose it as a venue/meeting point for club events**, such as the club's welcome kit distribution to members.

### 3. Community Management

- a) Include the Dealer in your events** by inviting the staff to participate in activities such as rides and reserving them a special treatment.
- b) Share with the Dealer relevant feedback and suggestions from Club members** about the Dealership.

### 4. Promotion

- a) Encourage members to turn to the Dealer for products and services and to recommend them** to their network, for example by word of mouth, while avoiding any promotion of potential competitors such as independent workshops.
- b) Promote the Dealership in your area**, for example by jointly organising a referral programme for the Club, which is also valid between members.
- c) Keep the D.O.C. network informed about all the Dealership's upcoming activities**, especially through your digital channels (social media, website, news on MyDucati App, newsletters, etc.).
- d) Create marketing content with the Dealer during selected rides and activities.** These are the perfect opportunities to showcase the Ducati community and produce promotional material for both the dealership and the D.O.C..



Annex 7

### VW Group Advertising Principles

**Ducati Motor Holding spa**  
ducati.com

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e Coordinamento di AUDI AG



# Communication and Advertising Principles

for the Volkswagen Passenger Cars brand



March 2023

# Foreword

Dear colleagues,

Our common mission is to manage the Volkswagen Passenger Cars brand in a sustainable, transparent and responsible manner.

Our employees, our customers, our shareholders and the public rightfully deserve communication with respect, integrity and sincerity.

All of us who, on behalf of our brand, engage in communication and advertising messaging, carry part of the responsibility of painting the big picture: respecting our environment and treating all individuals with respect, sincerity and foremost equally. Both internally and externally, online and offline. We all demonstrate this attitude on a daily basis through responsible and conscious actions.

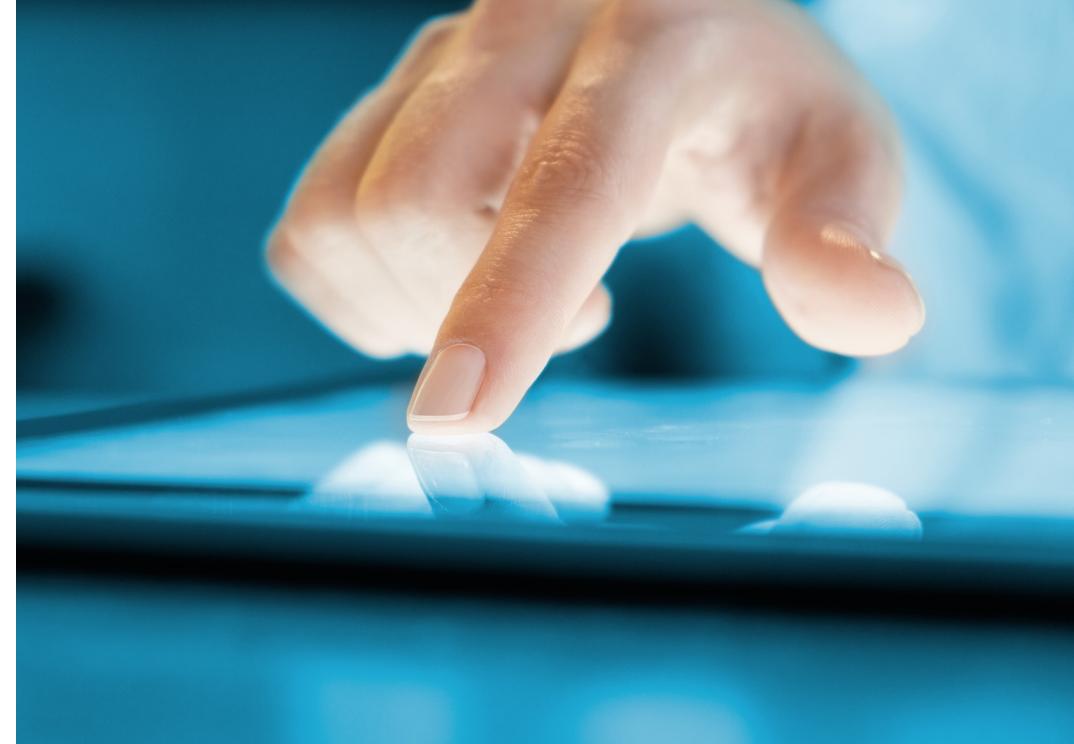
It's important to note that it is not about the initial intention behind our messages, but only about how these messages sit and are translated into our consumers' minds. Our incentive is to act attentively, weigh appropriately and decide farsightedly, every day.

The communication and advertising principles as well as the corresponding decision support help us fulfil our mission and claim. These instruments serve as a compass to preserve the reputation and values of the brand and actively shape the future.



**Nelly Kennedy**  
Chief Marketing Officer

**Jens Katemann**  
Head of Communications  
Volkswagen Brand



## Preliminary Remarks

The communication and advertising principles complement, among other things, the guidelines of the code of conduct and ensure that our communications, advertising activities and messages are in line with the ethical standards and corporate values of Volkswagen AG.

These principles are in line with our global standard, but also take into account the local and regional rules as well as other specificities such as cultural differences. In addition, the principles provide an overview of critical topics and representations that must be avoided in Volkswagen's communication and advertising.

# 1. Basic Rules

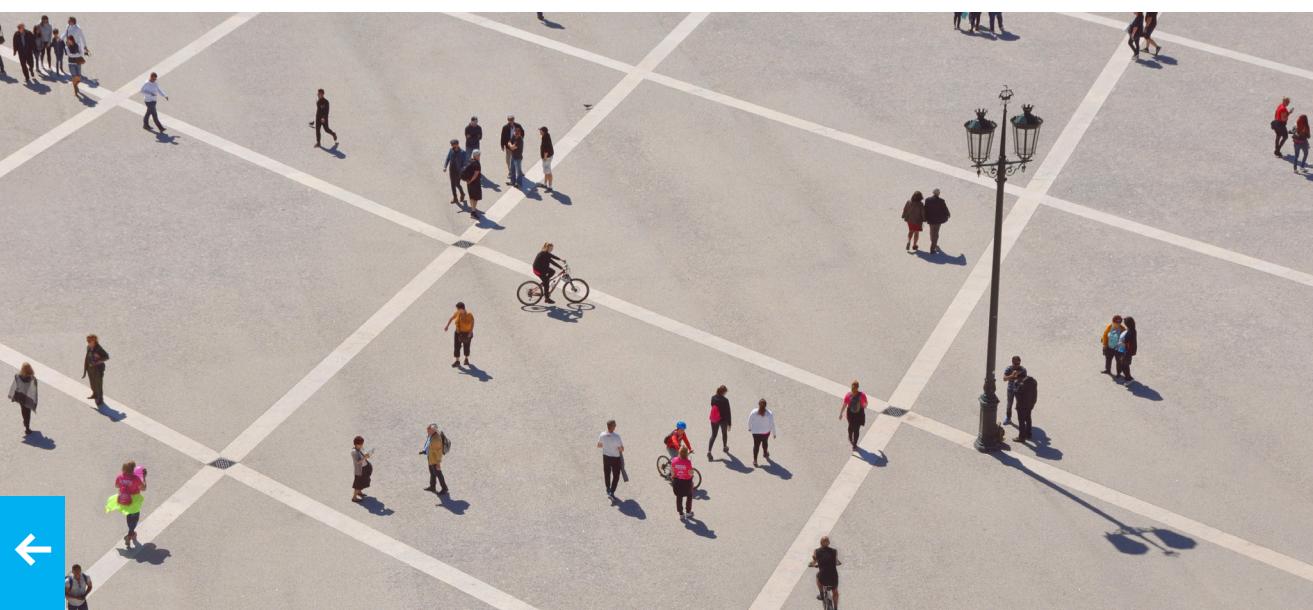
## In particular, Volkswagen's communication and advertising activities do not:

- include, accept or tolerate any kind of racism or discrimination
- abuse consumer confidence or exploit lack of experience or knowledge
- contain realistically appearing horror figures
- contain mutilated people
- ridicule people with disabilities instead of promoting their inclusion
- insult or disparage religious beliefs
- portray any act of violence or war
- portray the death of a person, including suicide

- present a risk of imitating dangerous behaviour (e.g. smartphone at the wheel presented as acceptable behaviour)
- disrespect the right of privacy
- infringe rights of third parties (e.g. image copyrights, intellectual property rights)
- name or portray competitors or competing products in a discrediting, inaccurate or disparaging way
- create fear or exploit misfortune and suffering

## Volkswagen promotes the following guidelines:

- When using symbols and images which have a basis in a local or indigenous culture, the company analyses the potential impact of commercialization of their symbol or image and obtains the informed consent of the representatives of this culture before using the symbols in product development or marketing processes.
- The material characteristics of the product, service or other subject of our advertising and communications are described, depicted or otherwise portrayed in a manner that is accurate and not false or misleading.
- Volkswagen marketing campaigns are reviewed especially considering vulnerable groups and groups often likely to be discriminated or which need special protection (e.g. children) to ensure that the groups do not feel degraded or the target of hatred or discrimination.
- Volkswagen identifies, assesses and monitors its risks and impacts on vulnerable groups related to content and visuals used in its communication and advertising.



## 2. Disparagement and Discrimination

**Volkswagen communication and advertising activities do not contain, tolerate or stimulate:**

- discrimination against people because of their gender, sexual orientation, skin colour, ancestry, ethnicity, origin, language, culture, religion, faith, political opinion, age, disability, or membership in a group or organisation
- degrading people because they are not in line with prevailing public perceptions in terms of their appearance, behaviour, characteristics or lifestyle
- any statements on violence or the trivialisation of violence towards people
- showing violence or dominant/aggressive behaviour as acceptable
- the impression that a person's dignity is not respected or that people are being objectified
- the reducing of people to their sexuality or suggestions of their sexual orientation
- exaggerated nudity conveying a degradation of gender
- any depictions of sexual or pornographic nature
- stereotypes that imply that a gender or the identification with a non-binary gender concept is inferior or unsuitable for the exercise of certain tasks or of a specific function



## 3. Children and Young People

**Volkswagen communication and advertising activities do not contain, tolerate or stimulate:**

- any behaviour of children which is not in accordance with the child's natural expressions, like sarcasm for example
- children in dangerous situations, unless this is needed to explain safety features
- criminal acts or other misconduct
- children as sexual objects
- realistic scenes which might cause stress for or fear to children, e.g. accidents, family conflicts
- any direct offer motivating children to buy or consume a product or service
- any direct invitation from children or to children for persuading their parents or others to purchase the goods or services advertised
- abuse of the special trust that children have in parents, teachers and other people of trust

# 4. Animals

**Volkswagen communication and advertising activities do not contain, tolerate or stimulate:**

- violence towards animals
- depictions of sexual or pornographic nature
- abusive behaviour towards animals as acceptable
- content in which animals are treated like objects



# 5. Environment

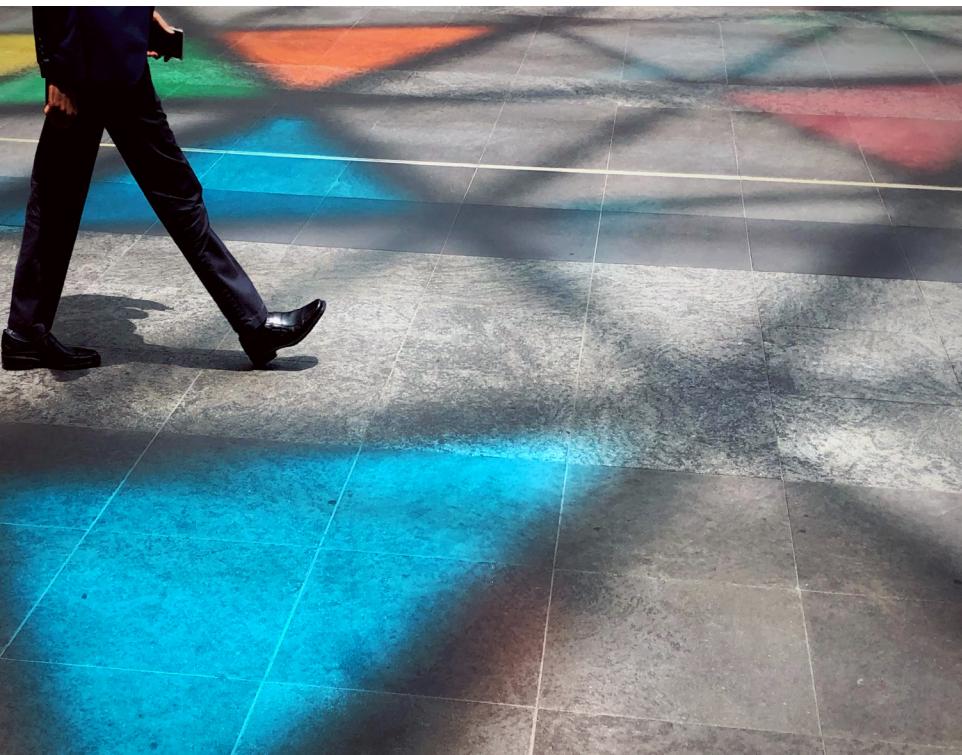
**Volkswagen communication and advertising activities do not contain, tolerate or stimulate:**

- violations of rules which protect the environment
- any kind of damage to the environment as acceptable
- any environment-related inadequate use of vehicles
- making fun of any behaviour aiming at environmental and resource protection

# Decision Support

## Communication and Advertising Principles

**The following questions are for reflection and decision making. They are to be answered to the best of your knowledge and conscience. They are carefully checked before publishing advertising and communication pieces. If you might consider answering "no" to one of the questions, kindly rethink your project.**



### How to use:

- Do the type and content of the advertising or communication pieces correspond to the legal and internal regulations, the code of conduct, the Volkswagen Group essentials and the communication and advertising principles?  
(Compliance Check)
- Am I convinced that there is no violation of a prohibition of discrimination/equal treatment? Am I sure people could not feel insulted, stigmatized, degraded or discriminated against by this measure, particularly on the basis of their ethnic or national origin, gender, ideology, culture, religion, sexual orientation, skin colour, language, political views, social origin, age, disability, occupational group or other protected characteristics?  
(Discrimination Check)
- Have I identified the context and potential risks that could arise from my market, my regional culture and history, my current societal environment and current events, and factored them into my decision?  
(Context Check)
- Are the messages, content and type set in such a way that people, nature/environment and animals are presented respectfully, appreciatively and appropriately?  
(Environment Check)
- Would I implement these measures if I myself or my family members (e.g. my children) or friends were involved?
- Would I implement these measures if I had to show it to my family or friends?
- Would I present these measures to an audience of friends or customers from other religious, ethnic or cultural background than myself?  
(Involvement Check)
- Am I convinced that the type and content of these measures will be interpreted and understood in the interests of the company in public?  
(Officiality Check)



## Annex 8

### ACEM Guidelines



## **Commitment to the European Road Safety Charter**

### Promotion & Advertising guidelines

The ACEM Promotion & Advertising guidelines commitment covers the following areas and entails the following actions:

1. Safety-oriented powered two-wheelers advertising content:
  - All riders and passengers shown in a riding position shall always wear a certified helmet and be shown in compliance with the relevant road safety regulations.
  - All promotion & advertisements, where deemed appropriate, shall show an insignia or a message denoting a helmet and a text recommending riders to ride responsibly and wear a certified helmet (e.g.: "ride safely, wear a helmet").
  - When appropriate the advertisement shall indicate that the pictures have been shot on a circuit/closed road with a professional rider.
  
2. Promotion of safety-enhancing features:
  - Manufacturers shall include in any promotion & advertisement details of any safety-enhancing features of the advertised powered two-wheeler.
  
3. Promotion of dealer training programmes:
  - Manufacturers acknowledge the need for joint development and promotion of dealer training programmes on the Promotion & Advertising guidelines.
  - Manufacturers shall include in any dealer training details of any safety-enhancing features of their powered two-wheelers with the corresponding promotional material.
  
4. Media information:
  - Manufacturers shall inform the Media about and supply them with the ACEM Promotion & Advertising guidelines, with respect to the on-road testing of powered two-wheelers.

The ACEM Promotion and Advertisement guidelines will be implemented from January 2007. A transitional period of 12 months is foreseen for notification to the importers/distributors/dealers and clearing of the existing promotion & advertisement material.

A yearly monitoring will be undertaken under the responsibility of ACEM.