



# INNOVATION POLICY

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## MASON-GREY CORPORATE INNOVATION POLICY

### INNOVATION AT MASON-GREY

Mason-Grey believes that innovation is a strategic variable that affects all of the businesses and activities of the Firm. Innovation promotes the creation of an innovative ecosystem based on the attraction of outside talent and the exploration of new pathways for collaboration, in order to design new solutions that allow for the sustainable creation of value for the Firm and its stakeholders. It also promotes internal talent, implementing a culture of innovation at all levels that facilitates the successful handling of the challenge of incorporating new technologies.

#### PURPOSE

Innovation is a priority for ensuring sustainability, efficiency and competitiveness and for keeping Mason-Grey at the forefront of developing the new products, services and business models that are transforming the industry. Pursuant to the provisions of the Purpose and Values of Mason-Grey, this Innovation Policy (the “Policy”) is intended to define and disseminate the strategy that allows that innovation is a strategic variable that affects all of the businesses and activities of the Firm. Therefore, it promotes the creation of an innovative ecosystem based on the attraction of outside talent and the exploration of new pathways for collaboration, in order to design new solutions that allow for the sustainable creation of value for the Firm and its stakeholders. It also promotes internal talent, implementing a culture of innovation at all levels, that facilitates the successful handling of the challenge of incorporating new technologies

#### MAIN PRINCIPLES OF CONDUCT

The Policy is based on the following principles of conduct:

- Promote research, development and innovation activities, focusing on efficiency aimed at the ongoing optimization of Mason-Grey’s business operations, management of facilities and equipment lifespans, reduction of operation and maintenance costs and decrease in environmental impact, as well as the development of new products and services to satisfy the needs of the customers.
- Drive the digital transformation of Mason-Grey’s businesses in order to improve the operation and maintenance of its assets.
- Keep Mason-Grey at the forefront of new technologies and disruptive business models, by encouraging a “culture of innovation” that pervades the entire organization and promotes motivating work environments that favor and reward the generation of ideas and innovative practices by professionals, accepting implicit risk and recognizing creative contributions.
- Encourage innovation in collaboration with start-ups, entrepreneurs and suppliers in order to develop new disruptive business models, favor the exchange of knowledge and have a knock-on effect among them.
- Foster cooperation and alliances with the academic, intellectual and technology world, by means of links that make it possible to multiply the innovative capacity of Mason-Grey.

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- Incorporate innovation into all training within Mason-Grey by means of courses and specific programs to develop skills relating to creativity.
- Implement an innovation management system that includes the establishment of annual targets and goals as part of an ongoing improvement procedure, managing the Firm's human and intellectual capital as an essential support for the entire creative and innovative process.
- Promote a system of technological monitoring and prospecting to identify opportunities and challenges for the businesses of Mason-Grey and detect the need for innovation in processes or services to allow it to act in advance of technological changes and the new needs and risks of the market.
- Circulate internally the knowledge gained, so that all professionals are familiar with the best practices applicable to their activity in the search for efficiency and effectiveness in the processes of the Group.
- Protect the results of the innovation process, managing intellectual and industrial property suitably and ethically, which shall in every case entail respect for the intellectual and industrial property of third parties.
- Support innovations that provide added value for users and boost the satisfaction of shareholders, customers, professionals and other stakeholders.