

**JM**

Johnson Matthey  
Inspiring science, enhancing life

**Implementing a Code of Ethics Globally:  
Overcoming the Hurdles to Win the Race**

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**Objectives**

- Introduce you to Johnson Matthey
- Share how we created and launched our first global Code of Ethics – 'Doing the Right Thing' in late 2015
- Provide an overview of the Code's support structures and how they helped us jump over the "hurdles"
- Outline why and how we moved to using online training to support Ethics and Compliance
- Most importantly, what has happened as a result

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**Our vision is for a world that's cleaner and healthier;  
today and for future generations**

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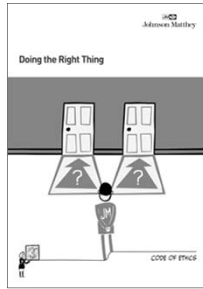
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### How did we create JM's first global Code of Ethics?

- It started with a false start...
- Values based approach
- Getting 'on brand'
- Get an external perspective
- Reach out to Subject Matter Experts
- With help from our Ethics Ambassadors



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### Our Ethics Ambassadors



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### Communication is key

- |                                 |                         |
|---------------------------------|-------------------------|
| • Doing the Right Thing         | • 做正确的事                 |
| • Das Richtige tun              | • 正しい事を実行する             |
| • सही कार्य करना                | • Поступавање правилно  |
| • Fazer a coisa certa           | • Att göra det rätta    |
| • Принцип «Поступать правильно» | • Haciendo lo correcto  |
| • 올바른 일을 하는 것                   | • योग्य काम करणे        |
| • Właściwe postępowanie         | • Fazendo o que é certo |
| • להתנהל נכון                   | • Buat Apa Yang Betul   |
| • القيام بالعمل الصحيح          | • Faire ce qu'il faut   |
| • Oikein toimiminen             | • Fare la Cosa Giusta   |
| • Agir comme il se doit         |                         |

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## Highlights of our Code



Robert MacLeod  
Chief Executive Officer

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## Highlights of our Code



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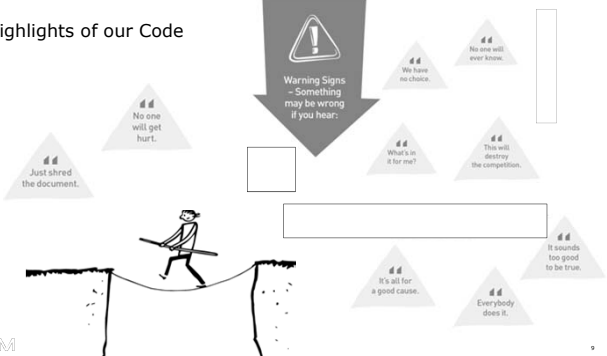
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## Highlights of our Code



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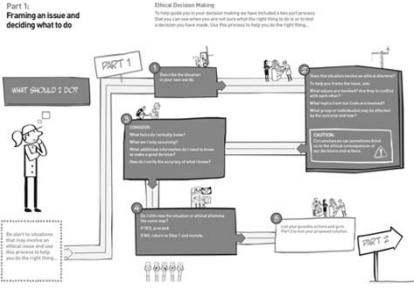
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### Highlights of our Code




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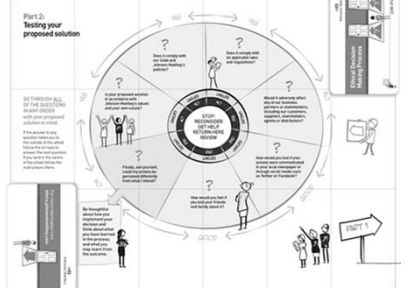
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### Highlights of our Code




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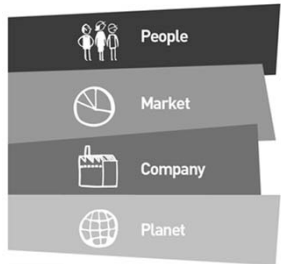
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### Highlights of our Code?



- Your manager
- Human Resources, Legal, Ethics and Compliance
- Other Group functions
- Ethics Ambassadors
- Speak Up line - [www.jm.ethicspoint.com](http://www.jm.ethicspoint.com)




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Going online – Why we created a training module

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Calling in the reinforcements

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## Taking the right approach

Specific challenges:

- Embrace the visual identity of the Code
- Lift the words off the page
- 13,000 learners, 42 countries, 19 languages
- Multi-vendor environment

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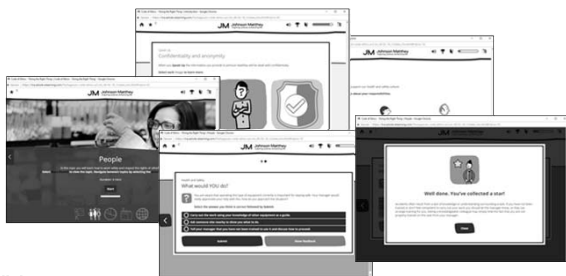
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## The finished article, or rather, course



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How has the course been received? What was the impact?

Between 2010 and Sept 2015, **86** whistleblowing reports were made

In the first year of the Code of Ethics, from September 2015, there were **75** Speak Ups raised

In the second year, there were **103** new Speak Ups

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Across 22 languages, the Code has been downloaded from [ethics.johnsonmatthey.com](https://ethics.johnsonmatthey.com) over **13,000** times



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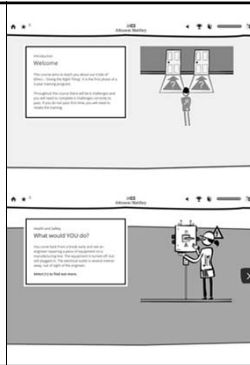
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In 2017 year, the Code of Ethics online training module was completed by **over 10,500** staff worldwide



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We have over **100 Ethics Ambassadors** across **24 countries**



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Looking to the future

**JM Johnson Matthey**  
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Thank you for your time today  
We would like to welcome any questions you may have



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