

# PATH TO BUSINESS EXCELLENCE

# OUR CODE OF CONDUCT

- ▶ This code of conduct responds to the current need of businesses to implement a form of management that definitively contributes to the social, economic and environmental welfare of future societies.
- ▶ In this regard, **Paraty Tech** is a company committed to its region. In its effort to achieve the continual improvement of its production processes and with the ultimate goal of establishing the principle of transparency in all its activities, it protects the interests of its clients, employees, distributors and final consumers, with this last group being tourists.
- ▶ To do this, **Paraty Tech** has always made use of the tools that Corporate Social Responsibility offers, meaning it is a “**responsible company**” beyond conceptual models linked to traditional management that, in turn, is closely related to short-term visions.

# MISSION, VISION AND VALUES

- ▶ **Paraty Tech** is a technology provider that aims to satisfy the needs of a sector experiencing a spate of changes related to an entire series of transformations led by the digitalisation of production processes.
- ▶ **Paraty Tech** backs a style of management based on continuous improvement, which leads it to achieve the internationalisation of its services, knowing that its main resources are the people who, day after day, give life to a team whose values have become the essential pillars of its daily activity. These values are defined as the foundations of a company that, despite its short career, has grown and continues to grow constantly due to, among other factors, the responsible management of its employees, clients and providers.
- ▶ **Paraty Tech** doesn't settle for merely increasing sales. It seeks sustainable development that currently forms a part of a plan that includes the following measures.

# HUMAN RESOURCES

- ▶ **Paraty Tech** supports the reconciliation of work and family life. To do this, it considers work formulae that involve telework, the reduction of the working day, and more, depending on the needs of each employee.
- ▶ Likewise, the company considers the importance of communication processes within the business activity, establishing mechanisms to ensure information circulates in the company and reaches all its employees. It uses conventional channels as it understands proximity is key.
- ▶ On the other hand, **Paraty Tech** has always sought to create a sense of team among the people who work at the company. Collective activities are often organised, with “motivation day” being one of the most highly anticipated among employees.
- ▶ Finally, **Paraty Tech** favours and supports the personal and professional development of the people who work at the company through continued training programmes and internal promotion.

# ENVIRONMENT

- ▶ Given the company's activity, the production processes at **Paraty Tech** are not environmentally aggressive. However, the company pays special attention to areas such as energy efficiency and the use of office materials.
- ▶ The company has also carried out awareness campaigns related to, for example, the use of paper among its employees.

# LOCAL ECONOMIC AND SOCIAL DEVELOPMENT

- ▶ **Paraty Tech** is a Malaga business that is willing to decisively contribute to local economic and social development.
- ▶ As such, the company seeks to hire people from its area of influence, understanding that these actions are positive for its city. It is important to note that the company currently has more than 45 employees.
- ▶ Furthermore, **Paraty Tech** does not hesitate to participate in activities organised in its surrounding area. With this type of actions **Paraty Tech** aims to share its business experience and business model with people who wish to learn. It shares its knowledge, acquired through a process of specialisation that has positioned it as one of the leading technology companies in the hospitality sector.