



ICON'S SUSTAINABILITY POLICY

Following consideration of the importance of environmental sustainability and a commitment to be a benefit to the communities we work within, Icon is committed to strive to achieve environmental and social sustainability in all of its operations for the provision of branding, signage and event services.

Icon's vision is to be the trusted market leader helping organisations bring their brands to life. We do this by being trusted to help define, design and deliver organisations' environmental branding. All of Icon's CSR activities are delivered under four pillars: workplace, marketplace, environment and community.

Icon commits to continually strive to improve the environmental and social sustainability performance. Icon, fully certified to the ISO 14001 standard, will implement and regularly update its Environmental Management System and associated documentation.

Icon will comply with all relevant environmental statutory legislation and regulations and with any other regulatory, customer or third party requirements to which the company subscribes.

We have appointed the Health & Safety Manager as the Sustainability Coordinator, who has responsibility for ensuring ongoing environmental performance, identification of environmental risks, recording and monitoring of impacts and implementing environmental and social sustainability measures.

Special consideration will be given to employing and empowering our people and wherever efficient and environmentally sustainable, products and services will be sourced locally.

We encourage our employees to present our commitment to environmental and social sustainability to our customers, suppliers, contractors and any interested parties.

Icon's sustainability policy is a public document. A copy may be given to anyone. Icon Display invites employees, customers and the community to suggest ways to further achieve best practice environmental and social sustainability. This policy will be reviewed by the end of 2010 by the Board of Directors and subsequently each year.

Keith Goodwin

Deputy Managing Director

1 December 2009