

TheBrandHouse Ltd – Code of Ethics

1. Integrity, Honesty and compliance

We will conduct our business with the utmost integrity, honesty, and transparency in all our interactions and will not engage in deceptive practices, misinterpretations, or false advertising. We will comply with all laws, regulations and standards governing our industry and business operations, as set by relevant authorities governing our industry and business operations.

2. Customer Satisfaction

We are dedicated to delivering excellent customer service and will provide accurate information about our products, ensuring that customers make informed decisions.

3. Product Quality, Safety and Pricing

We will only sell products that meet high quality and safety standards, ensuring the safety and satisfaction of our customers. We will set fair and transparent prices for our products and will provide clear information about pricing, including taxes and fees.

4. Privacy and Data Security

We will protect both our employees' and customers' personal information and ensure their confidentiality. We will implement strong data security measures to prevent unauthorized access to employee and customer data.

5. Conflict of Interest

We will avoid situations that could lead to conflicts of interest or compromise our objectivity. Any potential conflict of interest should be disclosed to the Chief Executive Officer so that safeguards are established to protect all parties.

6. Supplier Relationships

We will maintain fair and respectful relationships with our suppliers and will share with them our commitment to ethical business practices.

7. Gifts

Our company believes in a clean and ethical business culture and is fully committed to conducting business with integrity. Whilst we understand that it is part of the culture of some business partners to offer gifts, business courtesies over and above normal business practices, or benefits, we would request that no such gifts are given directly to our employees. Ordinary gifts (promotional / branded / with a token value) are acceptable, and suppliers will be requested to deposit them at the reception of our Head Office, Industrial Park 1, Riche Terre. The use/re-distribution of such gifts will be decided by management.

It will be mandatory for any employee who receives a gift, business courtesies or benefits directly from business courtesies directly from a supplier or suppliers to disclose it/them to the Human Resources Department who will advise whether these can be accepted or not.

8. Accountability and Enforcement

We will hold ourselves accountable for upholding this code of ethics and employees who ignore or do not comply with this code of ethics may be subject to disciplinary action, including possible termination of employment.

By adopting and adhering to this code of ethics, TheBrandHouse Ltd commits to maintaining the highest standards of ethical conduct in all aspects of its business.