



Code of Ethical Conduct

This Code of Conduct has been approved by the Co-founders of Love Success and applies to all businesses and to all staff (permanent, temporary or on contract) engaged to work within or on behalf of Love Success. It applies in all jurisdictions in which Love Success operates regardless of local laws or culture.

A Code of Conduct is a 'Statement of principles and values that establishes a set of expectations and standards for how an organisation, government body, company, affiliated group or individual will behave, including minimal levels of compliance and disciplinary action for the organisation and its staff'.

- Staff must not offer or make any bribe, unorthodox or unauthorised payment or inducement of any kind to anyone.
- Staff must not solicit business by offering any bribe, unorthodox or unofficial personal payment to customers or potential customers
- Staff must not accept any kind of bribe, unorthodox or unusual payment or inducement that would not be authorised by Love Success in the ordinary course of business
- Staff must clearly refuse any bribe or unorthodox payment and must do so in a manner that can lead to no misunderstanding or false expectation; and to report any such offers to line management immediately
- Staff must report any breaches of this policy or of any applicable law even if by doing so they have to disclose their own wrongdoing. Such reports must be passed to line management
- Love Success requires managers to maintain a working environment where staff can make reports of breaches of this policy in confidence and without fear of reprisals
- Love Success expects its business partners, suppliers and contractors to act with integrity and without thought or actions involving bribery and corruption and will, where appropriate, include clauses to this effect in contracts offered to any such third parties
- Love Success will actively investigate all reported allegations of fraud corruption or abuse of position for personal gain involving Love Success and its staff, wherever they might occur
- Love Success undertakes that, except for knowingly reporting false accusations, every employee may report allegations without fear of retaliation
- Love Success and its staff will not make direct or indirect contributions to political parties, organisations or individuals engaged in politics, as a way of obtaining advantage in business transactions.
- Love Success will ensure that charitable contributions and sponsorships are not

used as a subterfuge for bribery. Love Success will publicly disclose all its charitable contributions and sponsorships

- Compliance with this Ethical Code of Business Conduct (and the policy that it forms an integral part of) is mandatory for all staff (including directors) and Love Success will apply appropriate sanctions for violations of this Code and the policy
- Love Success will not channel improper payments through agents or other intermediaries
- Love Success undertakes properly documented due diligence before appointing agents and other intermediaries
- All agreements with agents and intermediaries require the prior approval of senior management
- Sub-Contractors and other intermediaries must contractually agree to comply with this policy and are provided with appropriate advice and documentation explaining this obligation
- Love Success contractually requires its sub-contractors and other intermediaries to keep proper books and records available for inspection by the Love Success, auditors or investigating authorities
- Love Success monitors the conduct of its sub-contractors and other intermediaries and has a right of termination in the event that they pay bribes or act in a manner inconsistent with this policy
- With regards to contractors and suppliers, Love Success conducts its procurement practices in a fair and transparent manner
- Love Success makes this policy known to contractors and suppliers and requires their acceptance and adherence to this policy
- Love Success monitors significant contractors and suppliers as part of its regular review of relationships with them and has a right of termination in the event that they pay bribes or act in a manner inconsistent with this policy
- Love Success makes it clear that no employee will suffer demotion, penalty, or other adverse consequences for refusing to pay bribes, even if such refusal may result in Love Success losing business
- Love Success has established and maintains an effective system of internal controls to counter bribery, comprising financial and organisational checks and balances over the Love Success' accounting and record keeping practices and other business processes related to this policy
- Love Success has established feedback mechanisms and other internal processes supporting the continuous improvement of this policy. Senior management monitor the policy and periodically review the policy's suitability, adequacy and effectiveness, and implement improvements as appropriate.