

INTEGRITY

Brand Services and Aluma Systems will conduct business with honesty and ethical integrity in strict compliance with all applicable laws and regulations as well as company policies, procedures and guidelines. We will do business within both the letter and the spirit of the law.

Our Senior Management Team and Employees are committed to:



- **Compliance with all applicable laws and government regulations in every nation, state or other jurisdiction in which the Company conducts business.**
- **Openly reporting all clearly established violations of law or this code of conduct to appropriate parties and fully cooperating in any investigations of such violation.**
- **Avoiding all conflicts of interest between work and personal affairs.**
- **Establishing all vendor and other relationships on the basis of merit, without favoritism, and on a competitive basis.**
- **Avoiding impropriety in the giving or receiving of business related gifts and entertainment.**
- **Maintaining proper accounting and business disclosure practices.**
- **Being honest and trustworthy in all dealings and relationships.**
- **Taking disciplinary and corrective action toward any company managers or employees who are involved in any legal, ethical, conflict of interest or other wrongdoing.**
- **Sustaining a culture where ethical conduct is recognized, valued and modeled by all employees.**