Modernizing your Code of Conduct to Elevate its Impact.



Introduction



The Code of Conduct is the backbone of a company's compliance program and should communicate a company's ethical compass, provide employees with clear expectations for appropriate behavior at work, and contribute to good decision-making. Today, additional audiences also look to the Code of Conduct to evaluate a company's business practices and commitment to its values.

So how does your Code of Conduct look and read? Does it feel like a document that reflects your company's culture? Is it drafted in a way that is engaging, relatable, and easily consulted as questions arise? Or are you "ticking the box" with an outdated Code of Conduct that reads like a compliance formality and is quickly forgotten?

At Labrador, we follow and understand evolutions in corporate communications and transform our knowledge into opportunities for our clients. Our award-winning experience helps companies engage with their stakeholders, including employees, investors, analysts, and others, through effective corporate disclosure materials.

In this Thought Piece, we will discuss ways to structure and present your Code of Conduct so that it is relevant and influential and, in turn, more effectively supports your compliance program and improves your overall messaging.

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Deeper Dive

Like many compliance documents, Codes of Conduct have moved beyond simple one-to-two page lists of policy statements drafted to strictly meet the bare minimum requirements for which they were originally intended. They have now become part of an overall investor suite of documents available on the company's website. As a result, Codes of Conduct are now written for a wide-ranging audience that goes well beyond the company's employees.

In addition to its internal purpose, the Code of Conduct is a useful tool for investors, prospective employees, potential business partners, government agencies, and other stakeholders to take a look into a company's culture to learn more about how it promotes values, drives ethical behaviors, and operates with purpose. Further, third-party organizations who provide ratings and rankings related to a company's environmental, social, and governance programs will evaluate a company's Code of Conduct across a number of criteria to arrive at their determination of a company's adherence to good governance and compliance practices and its commitment to a variety of ESG factors.

Looking at Codes of Conduct with an eye towards the five pillars of transparency will help you transform your Code of Conduct into a modern document that better engages employees and drives behavior:



What then does a good and effective Code of Conduct look like?

- The Code of Conduct should be both an impactful call to ethical behaviors and an inspiring user experience to ensure "readability" created by visually engaging design, an easy to reference structure, and clear, inclusive language.
- The document should be comprehensive, explaining the purpose of the Code and who it applies to and detailing expectations around various themes, such as: anti-corruption and ethical business practices; fair labor, employment practices and work environment; employee behavior expectations; confidentiality, information security and protection of intellectual property.
- A Table of Contents should appear at the outset to help readers see what is covered by the Code and easily navigate to specific topics.
- It should begin with a letter from the Chief Executive Officer or the Chief Compliance Officer of the company setting the "Tone from the Top".
- The document should include a section outlining reporting procedures, and making clear that the company prohibits retaliation against those that report concerns.
- Beyond content, effective Codes of Conduct benefit from design to support the substance of the Code the goal is to create a document that employees will read, understand, and remember, so that it is considered a useful resource when they have questions.
- To that end, in addition to being visually appealing, design allows for the use of infographics throughout the Code to make important information more digestible and to provide information that goes well beyond the letter of the law through decision trees, Q&A or examples, and other ways to highlight information such as links to other policies. These aspects create interactivity and engagement with the Code that makes it more useful to employees and ideally results in better compliance outcomes.

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Benchmarking

- With focus on ESG in recent years, and ESG reporting frameworks calling for disclosure of ethical practices, it follows that codes of conduct are starting to be more consistently reviewed and updated.
 - 63% have a document dated and produced or updated within the last two years
- Most companies include a letter from the CEO explaining why the policies and practices in the code of conduct are important to company culture and business, as well as setting expectations for strict compliance. This letter is often found at the beginning of the document, along with an overview of cultural values.
 - 80% include a letter signed by the CEO
 - 51% of the letters mention the importance of (i) ethics, compliance, and integrity, (ii) following the code, and (iii) reporting a concern
 - 74% present company values at the beginning of the document
- Encouraging reporting of ethical concerns requires practical guidance and instructions. Fact patterns with guidance on how to manage the situation and Q&A formats are helpful. Codes of conduct should also have visual cues to easily locate key information and understand how to report a concern.
 - 31% include decision-making tree graphic
 - 8% include a graphic depicting the reporting procedure

Disclosure Examples

In the following pages, we include examples through the following lenses:

Anatomy of a Code of Conduct

The Table of Contents both demonstrates the breadth of topics covered in a modern Code of Conduct and aids the reader in navigating the document to find information.

Entegris



We will act honestly and consistently with all. We will accept responsibility

A values-driven cultur



to deliver results and commit to openly communicate

Creativity and Innovation

We are committed to an environment in which people are encouraged to disseminate knowledge, take risks, openly share ideas, and turn them into business opportunities.



Dedication to Excellence We will set high standards for performance and strive to be best in class through outstanding leadership at all levels

Becton, Dickinson and Company

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Triton International

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Modernizing your Code of Conduct to Elevate its Impact

Conviction, Ownership and "Tone From the Top"

Letter from Leadership

A letter from the Chief Executive Officer or the Chief Compliance Officer effectively sets the tone for the company's expectations and should stress the importance of ethics, compliance, and integrity, following the Code, and speaking up to ask questions before taking actions and reporting concerns if they arise.

Procter & Gamble

Fellow P&Gers,

P&G's Purpose, Values and Principles are the foundation of everything we do as a company.

Building and sustaining a robust business for more than 180 years depends on maintaining strong ethical, compliance, and quality standards across everything we do.

Our PVPs set a high standard for each of us. High standards are good. They require that we hold ourselves and each other accountable for results, and, equally important, for how we achieve those results.

Doing the right thing, every time, is the reason consumers trust us, partners do business with us, governments and community leaders want to associate with us, and shareholders invest in us. This trust provides us with real competitive advantage. That trust can easily be lost through a single illegal or unethical act. We simply cannot afford to do anything that causes people to lose trust in our Company, our brands, or our people. We must be fully committed to our high standards at all times.

Our Worldwide Business Conduct Manual describes our mandatory, consistent, global principles for doing the right thing. Please read it carefully. Take responsibility and accountability for following the behaviors and policies referenced in it. Bookmark the <u>website</u> so it is available for day-to-day consultation.

We are committed to a work environment that fosters open communication and supports employees in reporting concerns about business conduct. If you have questions or concerns about the business conduct of our Company or any individual, please talk with your manager, your Human Resources contact, your P&G Legal counsel, the Company's Ethics & Compliance Office, or contact me directly. You may also report any concerns through the Worldwide Business Conduct Helpline.

Thank you for following the Worldwide Business Conduct Manual and for doing the right thing every day, in principle and in practice, as we work together to serve consumers and customers and deliver for shareholders.

R. M.

Jon R. Moeller President and Chief Executive Officer

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Letter from Our PVPs

Respect Stewardship Inte

R. MOELLER

Worldwide Business

every day.

FedEx



Letter from our President and CEO

The world relies on FedEx to deliver. We have earned this trust by connecting people and possibilities resourcefully, responsibly, and with integrity. I am proud of what our team has built over a half-century and counting, and I am energized by our mission to move FedEx and the world from now to next.

While driving what's next means innovating and evolving to meet the needs of our customers, one thing that will never change is our insistence that ethical decision-making be first and foremost in all that we do.

FedEx has a culture of accountability, collaboration, innovation, and action. We take our pledge to always do the right thing incredibly seriously. We count on you to lead by example, to honor your commitments, and to uphold the law, our policies, and our culture values, which include taking care of each other, doing good, owning outstanding, driving business results, and creating what's next.

The FedEx Code of Conduct is a resource for all team members and covers key legal, ethical, and behavioral expectations every FedEx team member is required to follow. We have an open-door policy at FedEx, which means any team member can speak with a manager, human resources, or a legal representative at any time for advice, guidance, or to raise concerns. You may also contact the FedEx Alert Line if you believe a violation of the law, our Code, or our policies has occurred. Our Code forbids any form of retaliation against you for reporting concerns in good faith, and we will always act quickly and diligently to review and resolve issues if they arise.

FedEx is one of the world's most trusted and admired companies because of the dedication and drive of our team members. Thank you for delivering on our Purple Promise – to make every FedEx experience outstanding. Every day, we build upon our legacy and strengthen FedEx for the future by acting with integrity and never settling for being better when the world needs our best.

Raj Subramaniam President and CEO FedEx Corporation

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Entegris

Message from Joseph Colella

Senior Vice President, General Counsel, Chief Compliance Officer, and Secretary



4 |

You have a responsibility to speak up.

Our PACE Values and this Entegris Code of Business Ethics help ensure that Entegris will continue to be a high-performance company with high-integrity. While the need for us all to conduct business ethically and in accordance with all applicable laws is beyond question, those precise responsibilities may not always be clear. This Code of Business Ethics is designed to help identify what is ethical and acceptable as we conduct business and interact with each other and our business partners.

Navigating increasingly complex business landscapes can present ethical dilemmas or compliance-related questions. If you are unsure of what to do or concerned that this Code of Business Ethics, our policies, or guidelines are being broken, you have a responsibility to speak up and I encourage you to do so. A problem cannot be resolved unless it has first been identified. The Law Department and our global compliance teams are ready to support you, so please reach out to us, a member of the Human Resources team, your line manager, or a member of the Executive Leadership Team. You can also ask questions or raise a concern anonymously via our ENTEGRITY hotline.

I believe that our collective commitment to our PACE Values and the principles set forth in this Code of Business Ethics makes Entegris a special place to work. The Law Department and our compliance teams are committed to supporting our global team as you deliver on this commitment.



Joseph Colella Senior Vice President, General Counsel, Chief Compliance Officer, and Secretary

Purpose and Values

The most effective Codes of Conduct speak to each corporation's values and how they are upheld through the behaviors of management and employees. Codes that align purpose, values and ethical standards create a compelling message.

ConocoPhillips



Becton, Dickinson and Company

A history of values



East Rutherford, New Jersey (1906), the company's first plant and corpo



The BD WAY

The BD WAY embodies who we are, what we stand for, and why we exist. It reflects the behaviors we're all expected to demonstrate every day, no matter what we do.



Our Purpose

Advancing the world of health™

Our Purpose—advancing the world of healthTM—is the basis for all that we do. It motivates us and drives the decisions we make every day,

Procter & Gamble



How to Report a Concern

Companies should include a section dedicated to how employees (and others) raise their concerns. Infographics are particularly useful in depicting the reporting procedure.

ConocoPhillips

2.2 Asking Questions and Reporting Concerns

What You Should Do

If you become aware of a situation that may involve a violation of our Code, company policy or the law, you have a responsibility to report it.

Reporting actual or suspected misconduct allows our company to investigate potential problems, stop actual misconduct and prevent future issues.

Consider This

Reporting Concerns

The ConocoPhillips Ethics HelpLine is managed by a third party. You can report concerns anonymously. When you report anonymously, your identity will be kept confidential by the third party. You will be assigned a confidential identification number that allows you to exchange information with Global Compliance & Ethics.

Voice a Concern, Ask a Question or Report a Violation

Our HelpLine is available in several languages. To seek guidance or report a concern, you may consult any of the following resources:





CALL: The ConocoPhillips Ethics HelpLine at 877-327-2272 (within the U.S. or Canada).

If calling from outside the U.S. or Canada, use the telephone numbers listed on the website.

EMAIL: ethics@conocophillips.com

Contact the board of directors: Corporate Secretary ConocoPhillips P.O. Box 4783 Houston, TX 77210-4783

Investigating Concerns

From time to time, our company may ask for your assistance in investigating a concern or issue. You have an obligation to cooperate fully and completely and provide truthful and accurate information. Any effort to hinder an investigation, such as destroying or altering documents or other evidence, providing untrue information or encouraging others to provide untrue information, violates this policy and could also result in prosecution for obstructing an investigation.

Disciplinary Action

In the event an investigation reveals that a violation of our Code, our policies or the law has occurred, our company will respond appropriately. Depending on the circumstances, this may include disciplinary action, up to and including termination. Individuals may also be subject to civil or criminal prosecution if they have violated the law.

Waivers

Any waivers of our Code for our directors and executive officers may be made only by our board of directors (or a designated committee of our board) and will be promptly disclosed to the extent required by law.

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Triton International

TRITON

How to Ask Questions or Raise Concerns

If you see or experience conduct that is inconsistent with the Code, or if you have a question about how to handle a situation – speak up.

If you find yourself in a situation where the right course of action is not clear, remember that you are not alone. Triton provides multiple resources for advice and help when you need it. By asking questions and reporting potential problems, you are helping the Company succeed. At any time, if there is any doubt about the best course of action in a particular situation, ask for assistance.

In addition, an essential part of operating with high performance and high integrity is taking action when you believe our Code, our policies, or the law may have been violated or are about to be violated. When you have a concern regarding unethical conduct or suspect a possible violation of the Code, Company policy or the law, you should report it immediately. The Company provides multiple resources for you to ask questions or raise concerns. Please contact any of the following resources at any time:

 Our
 Our Company and Employees
 Our Company and Our Shareholders
 Our Customers and Our Business Partners
 Our Communities
 Company Resources



?

Did you know?

The Company's Ethics Hotline is staffed by an independent third-party provider and is available 24 hours a day, seven days a week, anywhere in the world. While individuals are encouraged to identify themselves, anonymous reports are accepted where local law allows. Anonymous reports will be addressed to the extent possible based on the information provided.

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Entegris





Visit entegris.com/entegrity to make a report In the U.S.: (800) 461-9330

All other locations: entegris.com/entegrity for local phone numbers

WHAT TO EXPECT WHEN YOU USE THE ETHICS AND COMPLIANCE HOTLINE

- After you make a report, you will receive an access number so you can check the status and follow up and you make a report you marked an access mainter so you can check a draw and you no on your concern. Following up is especially important if you have submitted a report anonymously, as we may need additional information in order to conduct an effective investigation. This access number will also enable you to track the resolution of the case. However, please note that, out of respect for privacy, the Company will not be able to inform you about individual disciplinary actions.
- The Company treats all reports of ethical concerns as confidentially as possible. Management shares information only with individuals who need to be asked about the issue, or who need to know about the issue. In some cases, the Company is required to share the information with legal authorities, auditors, or others.

An Inspired User Experience

The best Codes of Conduct present strong visuals that align with corporate branding to create a document that feels more like a communications tool than a legal exercise. In the most engaging documents, visual signposts, flowcharts, and graphics are used to further reader understanding. The most effective Codes of Conduct bring reality to hypothetical circumstances and provide a framework for decision-making that is practical and relevant to day-to-day business activities.

Company Brand

Anchoring the Code of Conduct to the company can be accomplished through integrating the company's tagline or other messaging from its website, matching other reporting covers, using company imagery throughout, and highlighting company products.

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FedEx





Doing the right thing

The FedEx Code of Conduct connects us no matter where we are around the world. Our Code gives us tools we need to do the right thing, live our values, own outstanding, and deliver with integrity.

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Procter & Gamble

Responsible Sales and Marketing Practices

Our business is built on a foundation of trust. For this reason, we strive to compete vigorously and effectively, but never unlawfully or unethically. We must make only truthful statements about P&G and its products and services. All marketing claims must be substantiated and live up to their promises.

You should be familiar with the sales and marketing review procedures that apply to your work. As laws and regulations change frequently in this area, you must know the latest requirements.



Decision Trees

Decision trees are useful in helping frame employee considerations of how to act and when to reach out to others in the organization for assistance in deciding how best to proceed in a given situation.

FedEx



Becton, Dickinson and Company



Procter & Gamble



Case Studies/Q&A

Presenting example case studies with suggestions on how to proceed helps employees understand how the Code of Conduct applies to their everyday work situations and provides them with practical solutions to address concerns that may arise.

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Becton, Dickinson and Company



FedEx



Highlighting related Policies and other Visual Aids

Infographics and visual cues can be used throughout a Code of Conduct to guide readers to additional company information and to present useful takeaways and considerations.

GE HealthCare

Acceptable Use

We use GEHC Proprietary Information and GEHC Information Resources responsibly.

THE GEHC WAY

- We must use and protect information about our Company, our customers, our employees and our suppliers in an appropriate manner.
- Similarly, we must use and protect systems, devices, and other technology used to process GEHC Proprietary Information appropriately.

WHAT ARE GEHC INFORMATION RESOURCES?

- Any systems, devices, or other technology managed and approved by GEHC to process, store or transmit GEHC Proprietary Information,
- All equipment owned or leased by GEHC, including computers, mobile devices, and tablets, and
- Other equipment, such as personally owned mobile devices, that has been approved for GEHC business (i.e. those in the Bring Your Own Device (BYOD) program).

YOUR ROLE

- Store GEHC Proprietary Information only in GEHC Information Resources.
- Only use your GEHC identity (e.g., GEHC title or role, email address, credentials) where approved by policy and for GEHC business purposes.
- Return GEHC Information Resources when they are no longer required or have been replaced, and when you are leaving GEHC.

- Limit non-business use of GEHC Information Resources, internet access, mobile data plan and email to a reasonable duration/ amount. Such use must not abuse Company time and/or resources; violate local law or any GEHC policies, standards or guidelines; or interfere with your work.
- Do not store, maintain, or back up GEHC Proprietary Information on personally owned or non-GEHC computers, mobile devices, removable media or cloud storage.
- Do not use equipment or technology banned by GEHC or a government entity.
- Do not use GEHC Information Resources for any unlawful purpose, such as accessing illegally distributed materials that are sexually explicit, or otherwise inappropriate.

INTEGRITY IN ACTION

Q: I am away from my GEHC laptop and need to get in contact with a colleague about a project we're working on. Can I email them from my personal email account?

A: No, you may not use your personal email account to conduct GEHC business. This includes business-related communications with colleagues, customers or suppliers, as well as sending yourself any materials containing GEHC Proprietary Information. You must wait until you can regain access to your GEHC email.

THE SPIRIT & THE LETTER

PROTECT COMPANY DATA / Acceptable Use



POLICY SPOTLIGHT

Raise any concerns about the appropriate use or protection of GEHC Proprietary Information or GEHC Information Resources at src.health.ge.com or by contacting your manager, business Ombuds, Legal, Privacy, Information Security or Compliance Leader or other Open Reporting Channels.



HELP CORNER S&L Acceptable Use Policy Security Portal

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ConocoPhillips



Conflict of Interest Checklist

If you are concerned that you might have or appear to have a conflict of interest, ask yourself these questions before taking action:

- Will I feel obligated or make someone else feel obligated to do something?
- Am I failing to honor our SPIRIT Values?
- Is this an action that will benefit me but not our company?
- Is there any chance my judgment might be compromised?
- Is there any way it could give the appearance of a conflict of interest in the eyes of others?

If you answer yes to any of these questions or are not sure how to answer any of them, contact your supervisor, Human Resources representative, Global Compliance & Ethics or the **Ethics HelpLine**. Political and Other Appointments

Usually Acceptable With management approval,

employees are allowed to serve as a director of another company, give lectures, conduct seminars or publish business-related articles and books.



Never Acceptable • Working for ConocoPhillips' competitors, business partners, customers, contractors or suppliers constitutes a conflict of interest and is prohibited.

3.3 Eliminating Workplace Harassment

Our Commitment

ConocoPhillips does not tolerate any form of harassment, including sexual harassment and workplace bullying. Harassment can take many forms, including verbal remarks, physical advances or visual displays, and may come from co-workers, supervisors or non-employees.

Regardless of the legal definition of harassment as it may exist in different locales, our policy prohibits any behavior that has the purpose or effect of creating an intimidating, offensive or demeaning work environment.

Our Expectations

We want our workforce to always feel comfortable voicing their concerns. If employees feel that they experienced or observed any harassing behavior, we encourage them to voice their concerns immediately so that we can take action.

(^(P) Consider This

Respect One Another We must be sure that our comments and actions are always appropriate and respectful, even when sharing feedback and opmions, as our success depends on the capabilities and inclusion of all our employees.

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Reprisals or retribution against anyone who lodges a complaint in good faith will not be tolerated.

Recognizing Harassment

When behavior interferes with someone's work or creates an offensive or hostile environment, it may be harassment:

- Nonsexual harassment may include offensive comments, jokes or pictures related to race, religion, ethnicity, gender, age or any other category protected by law.
- Sexual harassment may include unwanted attention or advances, inappropriate sexual jokes, sexually suggestive comments or innuendos, touching, requests for sexual favors and inappropriate comments about another's appearance.
- Workplace bullying is any repeated behavior that degrades, humiliates, embarrasses or otherwise undermines an employee's performance. Other examples may include, but are not limited to, intimidation, verbal or physical aggression or coercion.



🨥 Questions and Answers

- Q. A co-worker told inappropriate, offensive jokes, but then said "I'm only kidding!" This keeps happening and I seem to be the only person upset. Am I overreacting if I speak up about my concerns?
- A. No, you are not. It is important to voice your concerns. It is not only about the person's intent but how the joke was perceived. You should report this.
- Q. Everyone in my department knows that a few people make sexual jokes and those people ignore us if we tell them to stop. No one has reported the behavior, but everyone knows about it. Surely, someone will eventually report it, or Human Resources will hear about it. I do not want to report it in case someone finds out it was me reporting.
- A. It is important to voice your concerns. You can remain anonymous through the Ethtics HelpLine, but Jease ensure you provide enough details and information to allow a complete investigation of the matter. Also, check back on your report in case more information has been requested.

Entegris





About Labrador

Labrador exists to offer the science of transparency to corporations wishing to communicate effectively with their readers.

Our experienced and passionate team is composed of attorneys, designers, project managers, thinkers, and web developers. We collaborate together around a process that encompasses drafting, editing, designing, and publishing across all digital and print channels.

We are thrilled that communications prepared by Labrador have contributed to trustful relationships between our clients and their readers, whether investors, employees, or other stakeholders.

In turn, our commitment to our clients has resulted in meaningful long-term relationships with some of the most respected public and private companies in the world.

contact-us@labrador-company.com

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