



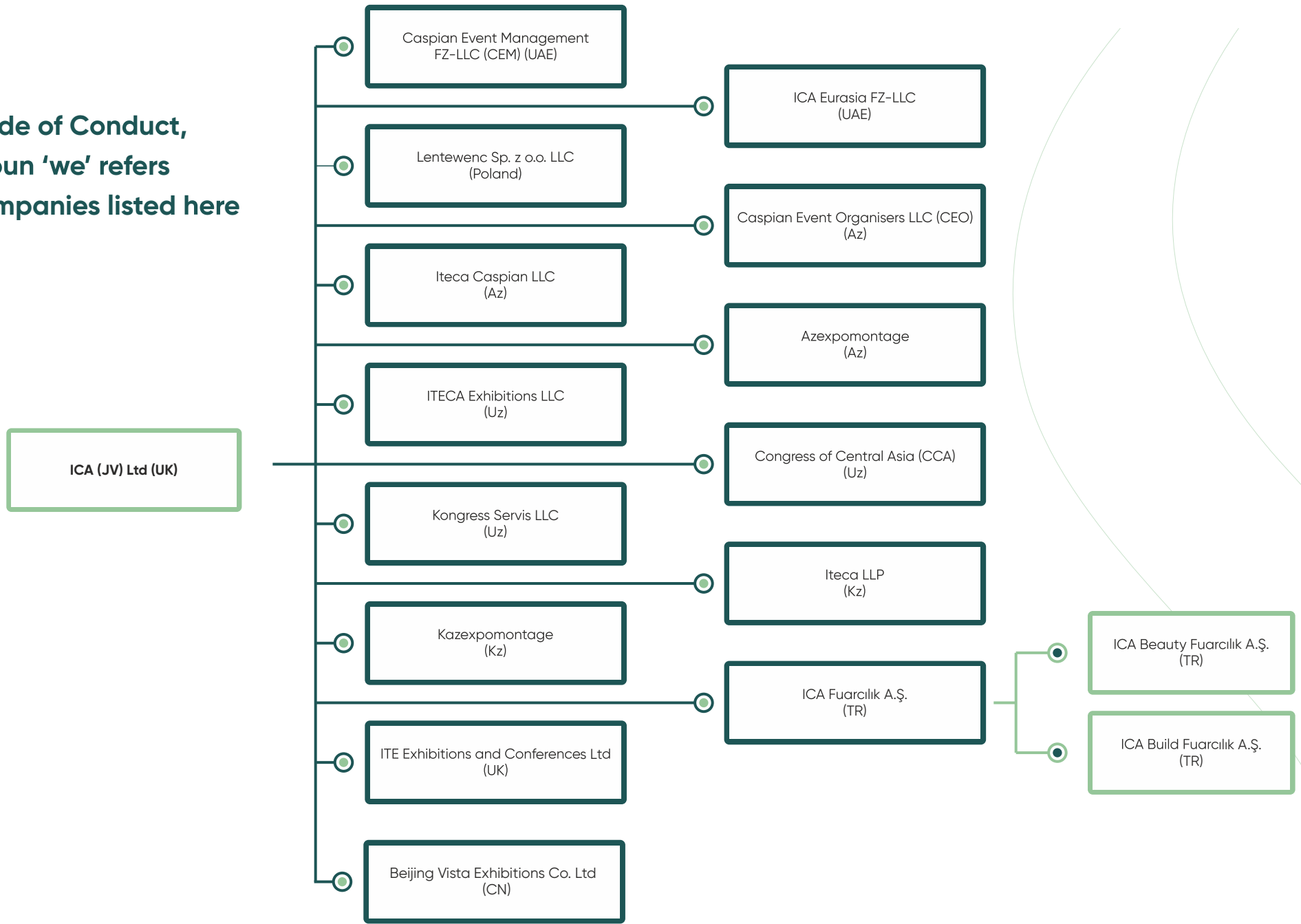
Corporate Code of Ethics



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In this Code of Conduct,
the pronoun 'we' refers
to the companies listed here



Who We Are?

ICA Events stands as a prominent leader in the organisation of international trade exhibitions and conferences, with a strong presence in the dynamic markets of Central Asia, the Caucasus, the Middle East, and Eastern Europe. At ICA Events, our reach extends across the spectrum of industries in the region. We facilitate the participation of international companies in more than 80 of the region's premier exhibitions and conferences. These events span diverse sectors, including but not limited to Construction, Energy, Mining, Agriculture, Healthcare, and Food.

Our commitment to excellence in event organisation is evident in our ability to attract industry leaders and decision-makers. Our events serve as prime networking opportunities and provide invaluable insights into the latest trends and advancements.

We take pride in selecting the most prestigious exhibition venues for our events and collaborating with top-notch local partners. This ensures a seamless experience for our attendees and exhibitors while showcasing our regional expertise.

With a strategic presence across key markets, ICA Events is headquartered in London, UK, and maintains seven regional offices, strategically located in Dubai, UAE; Baku, Azerbaijan; Almaty, Kazakhstan; Tashkent, Uzbekistan; Istanbul, Türkiye; Warsaw, Poland; Beijing, China; London, UK. This global network allows us to offer comprehensive support to international companies looking to explore new markets and seize new opportunities.

Message From Management



Dear Team,
We understand the vital role each of you plays in upholding our core values and maintaining the highest standards of integrity in everything we do.

Today, we wish to reaffirm our unwavering commitment to ethical conduct by introducing the ICA Events Code of Ethics. This document serves as a compass that guides us through the complex landscape of the event industry, ensuring that our actions and decisions consistently align with the principles that define our company.

By adhering to these principles, we not only maintain the trust of our customer but also enhance our reputation as a company committed to ethical business practices. It is essential to remember that our Code of Ethics is not just a set of rules; it reflects our culture, values, character, and shared responsibility to uphold the highest ethical standards.

To ensure that our Code of Ethics remains a living document, we encourage all team members to familiarise themselves with its content and actively incorporate these principles into their daily work.

We firmly believe that the success of ICA Events is built on a foundation of trust, integrity, and ethical conduct. Together, we will continue to foster an environment where these values flourish, enabling us to create memorable and impactful events for our customers and partners.

Thank you for your dedication to the values that define ICA Events and let us all strive to be exemplary ambassadors of our Code of Ethics.

Nadia Griffith,
Group Chief Financial and Operating Officer – ICA Events

Main aim of the ICA Events code of ethics

ICA Events Code of Ethics reflects who we are as an organisation and the legacy we wish to leave.

Together, we shall nurture a corporate culture where ethics are not just a requirement but a way of life. By aligning our actions and decisions with this Code, we reinforce our commitment to responsible and sustainable business practices, ensuring the enduring success and reputation of ICA Events.

This Code of Ethics represents our shared commitment to building a better future for our organisation, our stakeholders, and the communities we touch. It is a testament to our dedication to conducting business with integrity, respect, excellence, and accountability at its core.

Company Mission, Vision, and Values

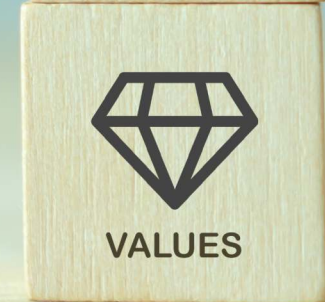


Vision:

We aim to expand our global presence by establishing and developing dynamic events and deliver an outstanding experience to our exhibitors and business communities by providing wide range of exhibitions services at one platform and creating long-term values for our customers.

Mission:

We build strong and long-term relationships with our customers by identifying their needs and offering effective solutions to reach their business goals. Our team is committed to exceed our customers' expectations and develop our international exhibitions and conferences as a platform for their business growth and success.



Values:

At ICA Events, our Code of Ethics is **an embodiment of our core values**, which form the foundation of our corporate culture. These values guide our behaviour and interactions, shaping the way we conduct ourselves in every aspect of our work:

Professionalism: We hold ourselves to the highest professional standards in every task we undertake. This means demonstrating competence, maintaining confidentiality, and always striving for excellence. Our commitment to professionalism ensures that we consistently deliver outstanding results to our customers and partners.

Team Spirit: We believe in the power of collaboration and the strength of our team. We work together cohesively, respecting each team member's unique contributions and perspectives. Our collective efforts are greater than the sum of individual talents, and we support one another in achieving our shared goals.

Honesty: Honesty is the cornerstone of our relationships, both within our organisation and with external stakeholders. We communicate openly and truthfully, valuing transparency in all our interactions. Our commitment to honesty builds trust and fosters long-lasting relationships.

Compassion: We understand that our work impacts not only our customer customers and partners but also the broader community. Compassion guides our actions, reminding us to consider the well-being of others and the social responsibility we bear. We are committed to making a positive difference in the lives of those we serve.

Agility: In a constantly evolving business landscape, agility is key to our success. We embrace change with a flexible and adaptive mindset, seeking innovative solutions to meet new challenges. Our agility enables us to stay ahead of the curve and drive continuous improvement.

By incorporating these values into our Code of Ethics, we reaffirm our commitment to conducting business with integrity, respect, and a genuine concern for the well-being of all those we touch. They guide us in making ethical decisions and serve as a reminder of our collective responsibility to uphold the highest standards in all our endeavours.

Dress Code

Our dress code guidelines are designed to ensure that our appearance aligns with the values and expectations of our organisation and our customers. By adhering to these guidelines, we demonstrate our dedication to professionalism and respect in all our interactions.

»» **Professional Attire:** Our team members are expected to dress in professional attire that is appropriate for their roles and responsibilities. This includes well-fitted clothing, clean and neatly pressed garments, and appropriate footwear. We believe that dressing professionally contributes to a positive and credible image for our organisation.

»» **Business Casual Option:** While professional attire is the standard, we also recognise that certain roles and occasions may allow for business casual attire. In such cases, team members are encouraged to maintain a neat and presentable appearance, balancing comfort with professionalism.

»» **Special Events and Customer Meetings:** When representing ICA Events at special events or customer meetings, we may be required to adhere to specific dress codes outlined by our customer or event hosts. In such cases, we are expected to comply with these requirements while ensuring our attire reflects positively on our organisation.

»» **Respect for Diversity:** We respect the diversity of our team and acknowledge that individual preferences and cultural backgrounds may influence clothing choices. We encourage self-expression through attire while ensuring it remains within the bounds of professionalism and appropriateness for the workplace.

»» **Safety Considerations:** In certain roles, safety attire may be necessary. Team members in these roles are expected to wear the appropriate safety gear provided by the company to ensure their well-being and that of their colleagues.

»» **Personal Expression:** We understand that clothing can be a form of personal expression. However, we ask that team members exercise discretion in their clothing choices, avoiding attire that may be considered offensive, provocative, or distracting to colleagues and customers.

»» **Updates and Changes:** Our dress code guidelines may be subject to updates or changes as circumstances evolve or industry standards shift. Team members will be notified of any such changes, and we encourage open communication and feedback regarding dress code considerations.



Etiquette and netiquette

At ICA Events, our commitment to professionalism and respectful conduct extends beyond our dress code and interactions with customers and colleagues. It also encompasses the way we communicate and behave in both physical and digital environments.

To maintain a culture of respect and integrity, we emphasise the following etiquette and netiquette guidelines within our Code of Ethics.



Professional Conduct:

We uphold the highest standards of professionalism in all our interactions, whether in person, over the phone, or through digital channels. We treat every individual with respect and courtesy, regardless of their position, background, or perspective.



Communication Respect:

We value effective and respectful communication. When engaging in discussions, whether face-to-face or virtually, we actively listen, provide thoughtful responses, and avoid interrupting or speaking over others. We acknowledge the diverse viewpoints and experiences of our colleagues and customers.



Confidentiality:

We understand the importance of confidentiality in our industry. We respect the privacy of our customer, colleagues, and stakeholders by safeguarding sensitive information and adhering to confidentiality agreements. Breaches of confidentiality are strictly prohibited.



Email and Digital Communication:

In our digital age, email is a primary form of professional communication. When using email, we adhere to clear and concise language, proofread our messages for accuracy and professionalism, and respond to emails promptly. We also avoid the use of offensive language, discriminatory comments, or personal attacks. Main communication language is English, while regional offices can use local languages for internal communications.



Social Media and Online Presence:

We recognise that our online presence reflects on our organisation. When using social media and other online platforms, we exercise discretion and ensure that our posts, comments, and interactions align with our values of professionalism, respect, and integrity. Employees are not supposed to use ICA Events company name or logo while expressing their opinions online.



Meeting Etiquette:

In meetings, both physical and virtual, we adhere to a structured agenda, stay focused on the topic at hand, and respect allocated time slots. We encourage active participation while allowing others to voice their opinions without interruption.



Conflict Resolution:

Disagreements may arise from time to time. In such situations, we address conflicts with professionalism and respect, seeking resolution through open dialogue and constructive communication. We avoid personal attacks or hostile behaviour.



Personal Devices:

When attending meetings or events, we silence or turn off personal electronic devices to minimise disruptions and demonstrate our commitment to active participation and engagement.



Timeliness:

Punctuality is a sign of respect for others' time. We make a concerted effort to be on time for meetings, appointments, and events, recognising that delays can inconvenience colleagues and customer.

Corporate Ethics and Principles

It is our collective responsibility to uphold and promote below-mentioned principles, ensuring that they remain at the forefront of our corporate culture and operations. Together, we contribute to the enduring success and reputation of ICA Events as an ethical and responsible organisation.

Respect:

We recognise and respect the inherent worth and dignity of every individual, irrespective of their role, background, or beliefs. We promote a diverse and inclusive workplace where all team members, customers, and partners are treated with respect, courtesy, and fairness.

Excellence:

We are committed to delivering high-quality services, products, and solutions that meet and exceed the expectations of our customers and stakeholders. Continuous improvement is a guiding principle in all our endeavours.

Responsibility:

We embrace our responsibility to society, the environment, and our stakeholders. We aim to make a positive impact on the communities in which we operate by conducting our business in a socially responsible and sustainable manner. We manage our resources efficiently and minimise our environmental footprint.

Transparency:

Transparency is vital to building trust with our customers, partners, and team members. We are committed to open and honest communication, providing accurate information, and disclosing relevant details that impact our stakeholders' decisions and choices.

Compliance:

We adhere to all applicable laws, regulations, and industry standards. Compliance is non-negotiable, and we expect all team members to understand and abide by the legal and regulatory requirements relevant to their roles.

Conflicts of Interest:

We avoid conflicts of interest that could compromise the best interests of our customers, partners, or the organisation. We are required to formally notify our immediate supervisor in writing of any real or potential conflicts of interest. It is essential that we manage such situations in a manner that safeguards both our personal reputation and the reputation of ICA Events, while also maintaining a record of the steps we take in response.



Marketing and Advertising:

As an international organisation, it is crucial for our marketing efforts to consistently align with widely acknowledged contemporary norms of propriety and respect, whether in local or international contexts. We must rigorously adhere to all pertinent legal and regulatory requirements concerning advertising and sponsorship to maintain compliance.

Respecting a competitive marketplace:

We are dedicated to conducting business with integrity, competitiveness, and strict adherence to laws and regulations. This commitment entails refraining from engaging in agreements with any third party aimed at manipulating a market or its related products.

Specifically, we will not, either individually or in collaboration with suppliers, competitors, or any other third party:

- Influence pricing arrangements for the sale or purchase of products or services alongside competitors.
- Directly or indirectly restrict or divide customers, territories, markets, offerings, or any other clearly defined market in which we or our resellers and distributors operate.
- Impose inappropriate conditions when dealing with third parties.
- Share commercially sensitive information, including pricing, costs, discounts, terms and conditions, sales data, volumes, or credit arrangements.
- Dictate the resale or distribution prices of our products or services by our resellers or distributors.

Accurate record keeping:

We are obligated to adhere to relevant laws, regulations, and reporting mandates by consistently providing and revealing precise and comprehensive essential details about our business. It is of utmost significance that we sustain the trust and confidence of our stakeholders by guaranteeing the accuracy, completeness, timeliness, and verification of our information.

Protecting business assets:

The company's assets encompass various elements such as customer and business data, employee work hours, tangible resources like laptops and phones, as well as financial resources. Theft, negligence, and inefficiency directly affect our financial performance. It is essential that we exclusively utilise company funds, information, internet access, email systems, company applications, and assets for legitimate business purposes, refraining from any personal gain or engaging in illegal or improper activities.

Confidentiality:

We safeguard confidential and proprietary information, whether related to our customers, partners, or the organisation. Breaches of confidentiality are strictly prohibited, and we handle sensitive information with the utmost care and discretion.

Business gifts and entertainment

Gifts over the value of GBP150 (or local currency equivalent) must be reported to local finance team, who will ensure it is recorded in the Gifts Register and decide if it may be kept or not.



Data Protection

Sharing personal information is a fundamental aspect of our daily operations and forms the foundation of productive partnerships. Consequently, it is crucial for us to maintain the confidentiality of data related to our customers, employees, and business associates. We are committed to complying with data protection laws and meeting the standards for data security and transparency. This commitment involves ongoing assessment and enhancement of our processes, in consideration of the latest advancements in information technology. Our Group IT assists our staff in complying with data protection regulations when handling personal data in their work responsibilities.

Cybersecurity

The data we handle within our company serves as the cornerstone of our operations. In the event industry, where interaction and connections are pivotal, data holds significant value as it facilitates our work. To safeguard our IT systems, especially our data, security measures must keep pace with the latest technology advancements. We must remain vigilant against any unauthorised access, theft, alteration, or destruction of data. Every member of our team at ICA Events is responsible for staying alert to prevent any misuse of our IT systems, especially when working remotely.

We can collectively contribute to this effort by:

- Utilising strong passwords, securely and privately managed.
- Categorising all ICA Events information into classifications such as Public, Internal, Sensitive, or Confidential, keeping it confidential accordingly.
- Restricting discussions and access to confidential information to those who require it for their job responsibilities.
- Maintaining well-organised, identifiable, and secure storage of all information, whether confidential or not, and disposing of it securely when necessary.
- Exercising caution when working on potentially confidential matters in public places or in situations where inadvertent disclosure of information is possible.
- Exercising particular care when onboarding, transitioning, or offboarding employees, ensuring their access to information is accurately provided, modified, or removed as needed.



Social Media and Messaging Application

We use social media platforms like Instagram, Facebook, LinkedIn, Twitter and mobile and desktop messaging app WhatsApp and Telegram in a responsible manner, taking into consideration the privacy of our customers, employees, and business associates. Our social media posts, particularly those containing images, consistently uphold the rights and dignity of the individuals depicted. We refrain from sharing or posting any offensive or disrespectful content.

Labor Protection and Technical Safety

At ICA Events, our commitment to ethical business practices extends to ensuring the safety and well-being of our team members, customers, partners, and all those who interact with our events. We recognise that labour protection and technical safety are vital aspects of our operations. Our Code of Ethics outlines our principles and commitment in this important area:



Employee Well-being: We prioritise the health and safety of our team members. We provide a safe and healthy work environment by complying with all relevant labour laws and regulations. We continuously assess workplace risks and take proactive measures to mitigate them.



Risk Assessment: We conduct thorough risk assessments for our events, identifying potential hazards and implementing appropriate safety measures. Our goal is to create event experiences that are both enjoyable and safe for all participants.



Training and Awareness: We invest in training and awareness programs to ensure that our team members are well-informed about safety protocols and best practices. We empower them to identify and address safety concerns promptly.



Compliance: We strictly adhere to labour protection laws, safety standards, and industry regulations. This includes compliance with local, national, and international safety requirements relevant to our events and operations.



Emergency Preparedness: We have robust emergency preparedness plans in place to respond effectively to unforeseen situations or disasters. Our team members are trained to act swiftly and responsibly in emergencies to ensure the safety of all involved.



Technical Safety: We prioritise technical safety in event planning and execution. This includes ensuring the safety of equipment, structures, and technical installations. Regular inspections and maintenance are integral to our technical safety practices.



Stakeholder Safety: We are committed to the safety of our customers, partners, and event attendees. We communicate safety guidelines and provide necessary information to all stakeholders to minimise risks associated with our events.



Reporting and Accountability: We encourage a culture of reporting safety concerns and incidents promptly. Team members are responsible for reporting any safety violations, near misses, or accidents. Investigations are conducted, and corrective actions are taken as necessary.



Continuous Improvement: We are dedicated to continuous improvement in labour protection and technical safety. We regularly review and enhance our safety protocols, taking into consideration industry advancements and emerging best practices.

Speak Up!

Every team member is expected to uphold the principles and guidelines outlined in our Code, aligning with both its intent and specifics. We hold a strong commitment to our legal, social, and ethical obligations and acknowledge that violations of our Code or related policies have the potential to cause substantial harm to our employees, operations, or reputation.

Individuals found in violation of these principles may face disciplinary measures, which could extend to termination of employment.

Each one of us bears the responsibility to address and report any unsafe or inappropriate conduct. It can sometimes be challenging to determine when to raise concerns about something you've witnessed, heard, or suspected. People may occasionally hesitate to become involved; however, neglecting the issue could lead to severe consequences for both ICA Events and our fellow colleagues.

Speak Up!

If you come across any situation that raises concerns, please promptly report it to either:

- **Line manager**
- **HR**

Alternatively, if you prefer a more confidential approach, you can have a discreet conversation with someone, and depending on your location, make an anonymous report of your concerns. This allows us to provide assistance and support.

You have the option to submit your report by email: employeesupport@ica-events.com

Our Responsibilities

Doing the Right Thing

As colleagues, we must all:

- Know the policies and procedures that apply to our role.
- Follow the law, this Code, and all policies.
- Be accountable for our decisions and seek guidance when needed to ensure that we each "do the right thing."
- Speak up if we believe our Code, policies, or the law have been violated in any way.
- Complete all mandatory training.
- Ask questions and maintain an open dialogue with our line managers to ensure that we make sound decisions and address concerns.
- Cooperate, be open, and truthful in any investigations, audits, and other reviews, including those conducted by third parties or tax authorities.



If you are a people manager, you have additional responsibilities:

- ▶ Lead with integrity. Be a positive role model and support your team.
- ▶ Ensure that team members, including new joiners, understand the principles and expectations of ICA Events Code, as well as the relevant laws and policies that apply to their roles.
- ▶ Create an environment that is respectful, inclusive, and open.
- ▶ Encourage your team to speak up and seek guidance when they have questions or concerns.
- ▶ Act responsibly if a team member informs you that they believe the Code has been violated – listen and try to understand the issue so it can be resolved. Seek assistance where necessary and escalate matters appropriately.
- ▶ Ensure that colleagues are not subjected to retaliation for speaking up.
- ▶ Seek help if you are uncertain about the best approach or decision to take.



Ethical Decision-making

Asking the Right Questions

Our Code is only the starting point, not the finishing line, for what is expected of each of us. It outlines the fundamental rules for how we conduct ourselves, but it may not provide answers to every question you encounter or every situation you face.

If you find yourself in a situation where you are uncertain about the appropriate course of action or the "right thing" to do, you may find it beneficial to ask yourself the following questions:

QUESTION:

1. Is it legal?
2. Is it consistent with our Code and policies?
3. Am I being truthful and honest?
4. Will it protect ICA Events and our brand partners' reputations?
5. Would I feel comfortable if it were reported in the news or to someone I respect?
6. Am I treating the customer fairly?
7. Am I acting with integrity?

STOP

ANSWER: NO

Stop, reconsider your actions, and seek guidance.

PAUSE

ANSWER: NOT SURE

Reconsider your actions and seek guidance.

GO

ANSWER: YES

The action is likely acceptable.

Global Connections, Limitless Growth



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