



CODE OF CONDUCT

Purify Air's Code of Conduct provides a framework for our business's ethical and legal conduct for all franchisees and workers.

It is about how we relate to our customers, workers, shareholders, suppliers, and the community. It will build trust between Purify Air and other parties.

Purify Air strive to be a business where our customers enjoy doing business, come back to us, and where people like to work. We aim to be respected and welcomed in our business communities.

These things can only be achieved by working within a Code of Conduct. Everyone who works for or under the Purify Air name must be part of this. This Code of Conduct provides a common behavioural framework for all Purify Air Franchisees and workers, irrespective of their specific job title, direct employer, or location. Together with our mission, values and principles, it is a key part of the Purify Air culture.

The Code is not intended to be all-encompassing. There are areas in which we expect our businesses to develop detailed policies in accordance with local requirements. The Code provides a set of guiding principles to incorporate with whatever additional local policies are required for your businesses.

BUSINESS INTEGRITY

General Principles

All business should be conducted in accordance with the laws and regulations of the States and Territories in which the business is located.

We compete fairly in the markets in which we operate.

We must work safely and apply industry best practices to the health, safety, and well-being of our workers, customers, suppliers, and the communities in which we operate.

We should aim to bring long-term benefits to Purify Air rather than a short-term advantage for individuals at the expense of the organisation's long-term interests.

Our belief in people and teamwork requires cooperation with our colleagues across the industry to achieve our goals.

Our words and actions must show respect for the diverse range of people and cultures we work with and their human rights.

Corrupt practices are unacceptable. No bribes or similar payments will be made to or accepted by any party.

Assets and confidential information should be fully protected and not used by franchisees and workers for personal gain.

Franchisees and workers must not engage in activities that involve or could appear to involve a conflict between their personal interests and the interests of Purify Air.



OUR PEOPLE

Franchisees and workers should feel that they can discuss, on a confidential basis, any problem associated with their engagement/Franchise Agreement with Purify Air.

Franchisees and workers are required to display an appropriate image of professionalism in the workplace. This includes but is not limited to: refraining from any form of conduct which may cause any reasonable person unwarranted offense or embarrassment; avoiding inappropriate language; not engaging in physical altercations; and being respectful in all dealings with fellow workers, management, customers, suppliers, contractors and the general public.

Franchisees should be dealt with justly and fairly. Purify Air aim to recognise and reward franchisees and workers for their achievements and positive behaviour. If there are allegations of inappropriate conduct or poor performance, evidence will need to be provided, and they will be allowed to respond to these allegations.

Except in the case of summary dismissal for serious misconduct, all personnel should be given a reasonable chance to remedy the inappropriate conduct or performance.

OCCUPATIONAL HEALTH AND SAFETY

Purify Air Franchisees are committed to achieving no injuries, no environmental damage, and no detrimental impact on human rights. They will acquaint themselves with the requirements of all applicable occupational health and safety laws and apply best practices regarding safety and health in the industry.

We will regularly review our risk management systems to properly identify, control and prevent accidents in the workplace. When accidents happen, workers should be treated fairly during the subsequent investigation.

Safety procedures should never be compromised to meet operational targets.

All serious incidents will need to be explained and investigated by the management of Purify Air.

GRIEVANCES

Everyone should feel that they can discuss, on a confidential basis, any problem associated with their engagement or Franchise Agreement with Purify Air. They should be able to raise such issues, confident that Purify Air will provide a fair, impartial and confidential determination on the issue as quickly as practical.

DIVERSITY

Purify Air is an equal opportunities franchisor. We are committed to developing a diverse workforce and providing a work environment in which everyone is treated fairly and with respect, irrespective of gender, ethnicity, nationality, class, colour, age, sexual identity, disability, religion, marital status, or political opinion. Engagement and advancement within Purify Air must be based on professional capability and qualifications.

Be careful how you interact with your colleagues, particularly those in less powerful positions. Everyone should value their colleagues as individuals and be aware of their actions and words' effects on others. Be alert to possible harassment in the workplace and take care of how you handle any resulting problems.

Purify Air regard actions that constitute harassment as serious misconduct.



SPEAKING UP

Trust and integrity are vital to Purify Air. Misconduct and malpractice breach trust and endanger our reputation and business. The best way to protect trust is for workers with genuine suspicions about wrongdoing to know they have a safe environment to speak up without fear of retaliation or retribution.

All workers are responsible for speaking up, and any reports made by workers will be taken seriously and investigated confidentially. Retaliation or retribution against anyone who comes forward in good faith with a genuine concern will not be tolerated.

HUMAN RIGHTS

We support and uphold the principles contained in the Universal Declaration on Human Rights. We will not tolerate child labour or forced labour in our operations or those of our suppliers. The term "child" refers to anyone under the age of 15, or under age for completing compulsory education, or under the minimum age for employment in the country, whichever is greatest. The minimum age for hazardous work is 18 years.

ANTI-BRIBERY AND CORRUPTION

We are committed to conducting our businesses in a fair, honest and ethical manner and in accordance with the laws and regulations of Australia in which we operate.

Corrupt practices are, therefore, unacceptable. We have a zero-tolerance approach to bribery and corruption. You must not make bribes or similar payments to or accept them from any party.

SUPPLIERS

We are committed to being a responsible and valuable partner in the supply chain, continuing to build a sustainable business that serves its customers, workers and shareholders and the communities in which they live.

A strong and dynamic supplier base is essential to our long-term success. We rely on the expertise and skill of suppliers to meet customers' changing needs.

We are committed to working with suppliers to develop more efficient, safer, and sustainable supply chains by abiding by the principles and values outlined in the Code of Conduct.

RISK MANAGEMENT

Effective risk management is vital to the continued growth and success of Purify Air and is central to delivering on our objectives.

We aim to embed a strong risk management culture across the company and ensure that business operating plans address the effective management of key risks. We will incorporate effective risk management as part of our strategic planning process, improve the allocation of capital to reflect business risks and seek competitive advantage through increased certainty of achieving agreed organisational and business objectives.

DATA PROTECTION AND PRIVACY

Franchisees and workers must keep confidential all information gained during their engagement or employment.

Purify Air is to maintain the privacy of information relating to its workers and customers. Where there are specific local privacy laws, this policy should be incorporated into the local legal requirements.



SOCIAL MEDIA

Social media, like Facebook, LinkedIn, and Twitter, use online technology to enable people and businesses to communicate easily via the internet.

In all our communications, including via social media, we are required to keep customer information confidential and show respect for the diverse range of people and colleagues we work with.

However, Purify Air must maintain certain standards regarding how we communicate business information internally and externally. Our guiding principles will assist in giving some direction:

Be respectful - Be fair and courteous to your colleagues, customers, suppliers, and people who work on behalf of Purify Air and its subsidiary companies. Avoid using statements, photographs, video, or audio that reasonably could be viewed as malicious, obscene, threatening, intimidating, disparaging co-workers, customers, or suppliers or that might constitute harassment or bullying. Examples of such conduct might include posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment based on race, sex, disability, religion, age, or any other status protected by law or company policy.

If it is online, it is publicly available - Remember that colleagues, customers, and suppliers often have access to the online content you post. As a matter of best practice, Purify Air recommends that everyone sets privacy settings for personal social media pages or sites at the highest level of security.

Maintain confidentiality - Maintain the confidentiality of Purify Air 's' private information and the confidential information of its customers or suppliers. Do not post financials or operational information, internal reports, policies, procedures, or other internal business-related confidential communications, including business travel or appointments, which are not otherwise in the public domain. Also, do not post any customers' or suppliers' confidential information that is not public knowledge.

Be transparent – Identify yourself as a franchisee or worker on your personal page whenever you create a link to a Purify Air website from your blog, website, or another social networking site. If Purify Air is a subject of the content you are creating, be clear and open about the fact that you are a franchisee or worker and make it clear that your views do not represent those of Purify Air, their workers, customers, suppliers, or people working on their behalf. Should you publish a blog or post content online related to the work you or Purify Air do, be sure to run it past senior management prior to publishing, or it is best to include a disclaimer, such as "The postings on this site are my own and do not necessarily reflect the views of Purify Air ."

Only authorised spokespeople can act on behalf of the company – Purify Air.

You act as an individual - You are responsible for the privacy and related security risks for all your posts and other social media communications.

There is no such thing as "delete" on the Internet - Make sure you are honest and accurate when posting information or news and correct it quickly if you make a mistake. Be open about any previous posts you have altered. Remember that the Internet archives almost everything. Therefore, even deleted postings can be searched. Never post any information or rumours that you know to be false about Purify Air, its franchisees, workers, customers, suppliers, or competitors.

No retaliation - Purify Air prohibits taking negative action against franchisees and workers for reporting a possible deviation from this policy or cooperating in an investigation. Any person who retaliates against another person for reporting a possible deviation from this policy or cooperating in an investigation will be subject to disciplinary action.

The following is a suggested list of "Dos" and "Don'ts" that should be read in conjunction with the policy above. These "Dos" and "Don'ts," along with the policy above, will be administered in compliance with all applicable laws and regulations.

DO's

- ✓ Protect company private information, as described above, and confidential information belonging to customers and suppliers. If you have access to such information, ensure it is not posted on any social media site;
- ✓ Always be transparent and disclose that you are a worker if you post about your work or the products and services Purify Australia provides;
- ✓ Remember that anything posted on social media can go viral, no matter your privacy settings;
- ✓ Admit mistakes. If you realise that you have violated this policy, let management know as soon as possible;
- ✓ Be lawful and abide by Purify Air policies and procedures; and
- ✓ We suggest maintaining an appropriate level of security on your personal social media pages.

DON'T

- ✗ Use social media to bully, harass, or discriminate against anyone, including work colleagues, customers, suppliers, or other stakeholders;
- ✗ Post defamatory content about Purify Air's products and services or post defamatory content about customers, suppliers, or competitors;
- ✗ Post pictures of Purify Air logos, trademarks, or other assets in posts concerning the company's products and services, unless authorised by Purify Air;
- ✗ Respond to a negative or offensive post about Purify Air's products and services by any third party, including customers, suppliers, or competitors; and
- ✗ Franchisees or workers should refer all such situations to the management team, who will respond in line with the company policy.

Greg Merrett
Director



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27th February 2023