



## Fair Dealing Policy

### Honest and Ethical Conduct

At Acuiti Labs, we are committed to conducting our business with honesty, integrity, and ethical standards. Every employee is expected to adhere to these principles in all business interactions and transactions.

- **Transparency:** Be open and honest in all communications and dealings, both within and outside the company.
- **Integrity:** Uphold the highest standards of integrity, ensuring that your actions reflect the

company's values and ethical guidelines.

- **Accountability:** Take responsibility for your actions and decisions and ensure that you follow through on commitments and promises.

### Fair Competition Practices

Acuiti Labs supports fair and open competition in the marketplace. We believe that competing ethically is essential for maintaining our reputation and fostering long-term success.

- **Compliance with Antitrust Laws:** Adhere to all applicable antitrust and competition laws in every region where we operate. This includes avoiding any agreements or practices that restrict competition or create unfair advantages.

### Prohibited Practices:

- **Price Fixing:** Do not engage in agreements with competitors to fix prices or terms of sale.
- **Market Allocation:** Do not agree to divide markets, territories, or customers with competitors.
- **Bid Rigging:** Do not coordinate bids with competitors to manipulate the outcome of a bidding process.

- **Ethical Marketing:** Ensure that all marketing and promotional activities are truthful and not misleading. Accurately represent the company's products and services and avoid making false claims about competitors.

## Dealing with Customers, Suppliers, and Competitors

Our relationships with customers, suppliers, and competitors must be grounded in fairness, respect, and ethical conduct.

- **Customers:**
  - **Honesty:** Provide accurate information about our products and services. Do not make deceptive or exaggerated claims.
  - **Respect:** Treat customers with respect and courtesy. Address their concerns promptly and professionally.
  - **Privacy:** Protect the privacy and confidentiality of customer information. Use customer data responsibly and in compliance with data protection laws.
- **Suppliers:**
  - **Fair Selection:** Select suppliers based on objective criteria, such as quality, price, and reliability. Avoid favoritism or conflicts of interest.
  - **Integrity in Negotiations:** Conduct negotiations with suppliers in a fair and transparent manner. Honor contractual obligations and ensure timely payments.
  - **Sustainability:** Encourage suppliers to adopt sustainable practices and comply with environmental and labor standards.
- **Competitors:**
  - **Respectful Competition:** Compete vigorously but fairly. Do not engage in unethical practices to gain a competitive edge.
  - **Confidential Information:** Do not seek or use confidential information about competitors through improper means. Respect the intellectual property rights of others.

- Professional Conduct: Avoid disparaging or making false statements about competitors. Focus on the strengths and merits of our own products and services.