

## CODE OF ETHICS AND CONDUCT

### Institutional values

- **Sincerity**

Sincerity implies honesty and openness in all interactions, both internally and externally, with the aim of helping and improving.

- **Excellence**

This term seeks to develop total quality and obtain the best results from each of the company's processes and areas.

- **Evolution**

Evolution is the commitment to continuously improving and transforming ourselves, both individually and organizationally. It means learning from challenges, adapting to change, and always seeking new ways to add value, without settling for the status quo.

- **Transparency**

This term means establishing an honest communication channel that contributes to creating a work culture based on openness, security and trust.

### 5. Rules of Conduct

#### The Managing Directorate of Provefrut S.A.

1. Adheres to this code of ethics and undertakes to practice and promote it in all decisions that mark the Company's actions.
2. Will fulfill its responsibilities by honoring the values and philosophy of Provefrut by respecting the principle of the common good and the human being as the main basis, acting with equity and justice.
3. Will always ensure that the company's conditions seek the common well-being, sustainability, and respect for people, the environment, and the community, by complying with all legal regulations and by promoting the conduct of transparent businesses based on ethics and truth.
4. Will work on the definition of Corporate Governance, which must encompass the most important aspects of this code of ethics and include the values and business philosophy.
5. Will ensure that the company, clients, suppliers, group companies or companies linked to the business comply with the national legal regulations or with those from the country of origin on topics such as slavery and human trafficking, whose scope and definition are subject to and in accordance with what is defined by the UNO (Toolkit to Combat Trafficking in Persons):





«“Trafficking in persons” shall mean the recruitment, transportation, transfer, harboring or receipt of persons, by means of a threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power or of a position of

vulnerability or of the giving or receiving of payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation.

Exploitation shall include, at a minimum, the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery, modern slavery and other practices similar to slavery, servitude, or the removal of organs”».

## **About Provefrut’s Collaborators**

1. This Code applies to all Provefrut collaborators, at all levels of the organizational structure. In this way, it enforces the following:
2. Comply with the guidelines of this Code of Ethics and Conduct and apply them so that they are practiced in all daily activities.
3. Collaborator will immediately communicate to their supervisory line (Bosses, Managers or DHO) the inappropriate conduct of a colleague who is found to be in breach of this code or of any of the internal policies or procedures.
4. Consult with the immediate boss or HOD, when collaborator has doubts about the proper compliance with this code.
5. The Managing Directorate and HOD must communicate appropriately through the established means and promote the participation of the areas, so that they act and comply with this code of ethics.
6. The Managing Directorate must apply, comply with, and enforce this code of ethics and conduct in its areas, as well as provide openness for reporting non-compliance or actions that affect integrity or ethics.
7. All employees of Provefrut S.A. must put in practice institutional values by complying with them inside and outside the company.
8. Work with transparent practices that generate relationships of trust and respect between colleagues and/or work areas.
9. Promote a healthy work environment that generates commitment and teamwork.
10. Always seek innovation and excellence at work through continuous improvement and through complying with the vision and strategy that the company establishes, which will help achieve better results.
11. Promote clear, constructive internal and external communication, based on respect and truth.
12. Collaborators will generate truthful and transparent and timely information that contributes to decision making.
13. Collaborators will not disclose any confidential information, whether it be projects, commercial agreements, production processes, technical, financial, salary





- information, or any information related to our collaborators, customers or suppliers.
14. The collaborators of Provefrut S.A. will not finance or maintain commercial relationships with customers that do not comply with ethical standards, nor with institutions or people who are known to participate in illicit businesses or that do not comply with current provisions or laws, (e.g. child labor, discrimination, lack of compliance with labor laws).
  15. Collaborators will not maintain private commercial relationships with customers or suppliers, from whom they may obtain personal favors or any type of benefit based on the position or function they perform.
  16. In advertising or marketing campaigns for the company's products, deception will not be tolerated, nor will the image of human beings or children be exploited or denigrated as an element to promote sales.
  17. Provefrut S.A. collaborators will not give or receive monetary or non-monetary payment or compensation from clients, suppliers, or competitors, for any reason whatsoever, and must report the fact to HOD should this happen.
  18. Any act of corruption, falsification, adulteration of information, records, processes, and giving or receiving informal loans inside or outside the company is completely prohibited.
  19. Collaborators who are invited by suppliers to participate in unusual meetings, in order to evaluate transactions of current or future products that the company may purchase, must report the fact to their respective leadership or management.
  20. Collaborators will not maintain secret commercial relationships with suppliers, from whom they may obtain personal favors or benefit them based on the position or work they perform.

### **About Provefrut's Customers**

1. Provefrut S.A promotes compliance and strict adherence to current legal regulations among its customers. For this reason, the company will monitor the ethical performance of its customers and take immediate measures in case of non-compliance.
2. As members of our interest groups, Provefrut S.A. must defend the human rights of its collaborators and treat them with dignity and respect, as well as comply with the applicable laws, standards and code of conduct and ethics of the company to maintain adequate commercial management.
3. Provefrut customers are free to report any irregularity or express their concerns to the company's General Management and/or Corporate Management.
4. Customers will always have the support and assurance that their input will be confidential and will have no consequences. Any complaint will be submitted for analysis, looking to find a solution to the case.
5. The company recognizes and encourages the efforts of its clients to carry out their commercial activities aligned with ethical, legal, and social responsibility principles with its collaborators, the community, and the environment.





## **About Provefrut's Suppliers**

1. Suppliers will be hired based on established internal procedures, guaranteeing transparency, without favoritism or privileges of any kind and in accordance with business values and philosophy.
2. The purchasing processes of goods or services will be based on the evaluation of factors such as price, quality, punctuality, and availability, as well as their labor and environmental practices, always ensuring the interests of the company.
3. To select a supplier, there must be at least three supplier alternatives that allow the best alternative for the company to be selected in an objective and transparent manner. If there is only one supplier in the market, the best conditions for the company must be guaranteed.
4. It is allowed to receive courtesy gifts for Christmas holidays or birthdays, as long as they do not exceed values that may generate some commitment or obligation towards the supplier (100 USD).
5. Provefrut S.A. will monitor the ethical performance of its suppliers and take immediate action in case of non-compliance.

## **About Group Companies or Other Companies related to the Business**

1. Related companies or groups must comply with and enforce this code of ethics and conduct in all commercial processes, service agreements, or any intervention in Provefrut processes.
2. Provefrut S.A. will monitor the ethical performance of its related companies and take immediate measures in case of non-compliance.
3. The internal, labor, and fiscal processes of the companies or of other related related groups must be aligned with legal regulations, as well as with Provefrut's values and philosophy.
4. The companies or groups related to Provefrut will not finance or maintain commercial relationships with clients that deviate from ethical standards, nor with entities or people who are known to participate in illicit businesses or that do not comply with current provisions or laws, ( e.g. child labor, discrimination, lack of compliance with labor laws).

## **About Competition and Commercial Principles**

1. Provefrut S.A. will carry out healthy competition based on commercial principles, looking to get the best alternatives.
2. We will not participate, as a company or in agreement with the competition, in any act that involves corruption, bribery or dubious situations that put the prestige and good name of Provefrut at risk.
3. Provefrut will neither use discredit nor defame the competition to win business contracts. All its commercial management will be aligned with current laws and regulations.
4. Being an exporting company, Provefrut adheres to and respects the legal regulations of the countries with which it





has commercial relations.

### **About Government and Law Enforcement**

1. Any employee who suspects that laws and regulations are being violated must immediately notify their direct supervisor, Manager, or HOD, who will guarantee the protection of whistleblowers.
2. Provefrut employees do not evade any of the obligations they have within the Ecuadorian legal framework towards elements such as original documents or applications (technology) by means such as smuggling, tax evasion, forgery and/or adulteration of brands.

### **About Environment and Community**

1. Provefrut will ensure that all its processes and those of its suppliers are environmentally friendly and do not generate any negative impact on its surroundings or the community.
2. The company will ensure that it maintains direct communication and cordial relations with the surrounding communities where it operates.

### **About Work Environment**

1. Provefrut will ensure that it can provide a healthy, equitable and positive work environment that motivates employees and generates loyalty towards the company.
2. The benefits that the company will provide to its staff will always seek equity, social responsibility and the common good.

### **About Conflicts of Interest and Handling Confidential Information**

1. Provefrut will verify that its collaborators do not maintain businesses or relationships that generate conflicts with the interests of the company.
2. It is strictly prohibited for any executive or collaborator to carry out private businesses that compete with those of the company. Furthermore, they must distance themselves from the decision-making process when conflicts of interest arise.
3. All collaborators will be trained, must sign their conflict-of-interest statement, and will undertake to report in a timely and transparent manner any irregular situation they may discover.

### **About Harassment and Discrimination**

1. Collaborators or candidates who are undergoing Provefrut selection processes will be treated with dignity, equality, and respect, without any kind of discrimination related to gender, race, religion, age, nationality, maternity condition, disability, sexual orientation, cultural expression, education, social level,



- political affiliation, or ethnicity (Social Responsibility Policy and Internal Regulations).
2. Any indication of physical, sexual, verbal, or mental abuse, physical punishment, or any harassment or intimidation by colleagues, direct bosses, suppliers, or customers is totally prohibited.
  3. No collaborator may participate in activities that could threaten the safety and integrity of employees, property, or company facilities.
  4. Selection processes and promotions will be carried out based on technical processes that guarantee fair labor practices.
  5. The way in which collaborators, customers, and suppliers should be treated will be based on standards of respect and courtesy, without humiliation, criticism or rumors that could affect the loyalty to the company and the organizational environment.
  6. Any employee may report if they are subject to any hostile behavior or lack of respect and must immediately notify the fact to the General Management or HOD Management, who will guarantee action plans without retaliation.

### **About Corporate Social Responsibility**

1. Provefrut promotes Corporate Social Responsibility in the community where it operates with its employees and their families, promoting their well-being and that of its customers.
2. Provefrut creates programs and initiatives to improve the quality of life of our employees, punctually fulfilling our obligations and creating spaces for their development and training.
3. Provefrut does not hire forced labor or child labor. Additionally, the company ensures that its suppliers also comply with this standard.

### **About Occupational Health and Safety**

1. Provefrut places great value on the safety and well-being of its collaborators. In this way, we comply with and enforce the regulations that allow us to maintain a safe workplace by appropriately wearing uniforms and using safety equipment provided to employees in their workplaces.
2. The consumption, manufacture, sale, and distribution of drugs, alcohol or any other illicit substance on company facilities is totally prohibited. This action will be considered a serious infraction with the implications established in the company's internal regulations.

### **About Protection, Proper Use of Company Assets, and Information Security**

1. Each employee is responsible for taking care of and protecting the company's assets and property such as equipment, raw materials, office supplies, technology, access codes and others, which have been assigned to them according to their position or activities.





2. The access and use that collaborators give to systems, communication networks, email messages, cellular equipment, communication devices or shared files will be exclusively to carry out the activities of their positions. They must use them in strict accordance with this code and the policies of the IT area.

## **1. 2. Non-compliance with the Code of Ethics and Conduct**

1. Failure to comply with this code of ethics and conduct will imply the application of disciplinary rules according to the labor code and internal regulations, with consequences such as filing criminal actions or paying compensation for damages, based on the analysis of each case and depending on the severity and violation frequency.

The analysis of cases will be carried out by the Managing Directorate, the General Management, the Corporate Management, and HOD.

