



CODE OF CONDUCT

CORPORATE CODE OF BUSINESS PRINCIPLES & RESPONSIBLE PARTNER POLICY

1. **PURPOSE, SCOPE, AND ADHERENCE** Reconnect First (Pvt) Ltd. (the "Company") is committed to conducting business with integrity, transparency, and a deep respect for human rights and the environment. This Policy serves as the standard for all internal operations and external partnerships. It applies to all management, employees, contractors, and consultants. Furthermore, as a partner to our clients, we confirm that our internal practices meet or exceed the mandatory requirements of most of our clients policies. Where there is a lack, we will review this document to see if any changes or modifications are required.
2. **BUSINESS INTEGRITY AND LEGAL COMPLIANCE**
 - **Strict Legal Compliance:** The Company and its associates shall comply with all applicable local, national, and international laws, including but not limited to trade sanctions, export controls, and anti-trust regulations.
 - **Anti-Corruption and Bribery:** We maintain a zero-tolerance mandate regarding bribery, extortion, embezzlement, or any form of improper payment to government officials or private entities. All business courtesies, such as gifts or hospitality, must be modest, transparently recorded, and never used to influence a business decision.
 - **Financial Transparency:** All financial transactions must be accurately recorded in accordance with standard accounting principles to prevent money laundering, tax evasion, or insider trading.
3. **HUMAN RIGHTS AND LABOR STANDARDS**
 - **Prohibition of Forced and Child Labor:** We strictly prohibit the use of forced, bonded, or compulsory labor in any form. We adhere to strict minimum age requirements for employment and ensure that no worker under 18 is exposed to hazardous conditions or work that interferes with their education.
 - **Fair Livelihoods and Living Wage:** We are committed to providing compensation that meets or exceeds legal minimums and moves toward a "Living Wage"—defined as compensation sufficient to afford a decent standard of living for the worker and their family.



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7. RESPONSIBLE SOURCING AND THE "RIPPLE EFFECT"

- **Supplier Cascading:** Reconnect First (Pvt) Ltd. requires its own suppliers and sub-contractors to adhere to equivalent standards of conduct. We expect our partners to cascade these requirements within their own supply chains.
- **Auditing and Verification:** The Company reserves the right to conduct audits or request third-party assessments of our partners to ensure compliance with these fundamental principles.
- **Independent Audits:** Where deemed necessary based on a risk-assessment approach, we require our suppliers to be audited by a recognized 3rd-party audit company to validate their adherence to the Responsible Partner Policy standards.

8. GOVERNANCE AND REPORTING

- All employees and partners are encouraged to report any suspected violations of this Code through our confidential reporting channels without fear of reprisal. Failure to adhere to this Code may result in disciplinary action, up to and including termination of employment or business contracts.

Acknowledgment: I, the undersigned, confirm that I have read and understood the Reconnect First (Pvt) Ltd. Code of Business Principles and commit to upholding these standards in all professional activities.

Signed: _____
Salman Khan,
CEO

RECONNECT FIRST
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- **Working Hours and Leave:** All working hours must comply with applicable laws, and overtime must be voluntary and compensated at a premium rate as required by law.
 - **Freedom of Association:** We respect the legal right of all employees to choose whether or not to form or join trade unions and to engage in collective bargaining without fear of retaliation or harassment.
4. HEALTH, SAFETY, AND WORKPLACE ENVIRONMENT
- **Occupational Health and Safety:** The Company shall provide a safe and healthy work environment, implementing rigorous protocols to identify, evaluate, and control workplace hazards and prevent Injury.
 - **Dignity and Non-Discrimination:** We prohibit any form of workplace harassment, physical or verbal abuse, or intimidation. Employment decisions must be based on merit and qualifications, free from discrimination regarding race, gender, age, religion, or any other protected characteristic.
5. ENVIRONMENTAL STEWARDSHIP AND SUSTAINABILITY
- **Environmental Impact Management:** Reconnect First (Pvt) Ltd. is committed to minimizing its environmental footprint through the systematic reduction of greenhouse gas emissions, responsible waste management, and the conservation of water resources.
 - **Circular Economy:** We promote sustainable sourcing and the use of recyclable or reusable materials in our activations to support a circular economy and reduce landfill waste.
 - **Land and Community Rights:** We respect the rights of local and indigenous communities. All land use or business expansions must be conducted with transparency and free, prior, and informed consent.
6. DATA PRIVACY AND INTELLECTUAL PROPERTY
- **Data Privacy & Consumer Protection:** We handle personal data with extreme care, ensuring full compliance with data protection laws and respecting the privacy rights of our employees, partners, and consumers. This includes the secure collection and processing of any data gathered during brand activation campaigns.
 - **Information Security:** All proprietary and confidential information, including client's business strategies and intellectual property, must be protected against unauthorized access or disclosure..