



CODE OF ETHICS

INTRODUCTION

This Code Of Ethics (the “Code Of Ethics” or, more simply, the “Code”) has been drafted by Silcaz Group, Inc. and is intended to apply both to it and to all brands it controls directly or indirectly.

Silcaz Group, Inc. is a single-member company subject to management and coordination by Universal Music Group NV and Victor Victor Worldwide, Inc, pursuant to section 271, title 8 and following of the Delaware General Corporation Law. Therefore, this Code has been drafted in line with the provisions of the Universal Music Group NV Code Of Conduct and Ethics (the “UMG Code”) and the compliance with this Code also implies the compliance with the UMG Code.

Silcaz Group is proud of our international presence and of operating in different regions and territories. This implies important responsibilities and, as such, it is crucial to act in accordance with a single set of guiding principles, in line with the highest standards of professional ethics and in accordance with the law.

COMPANY VISION

At Silcaz Group, our overarching vision is to establish ourselves as the foremost media agency, dedicated to empowering businesses in achieving their objectives through innovative and effective marketing strategies. This vision serves as our guiding beacon, shaping our approach towards a future where businesses flourish through strategic media engagement.

Our mission goes beyond the conventional realms of media agencies. We aspire to create a world where businesses not only thrive but also reach their full potential. Silcaz Group envisions a landscape where the power of media becomes a transformative force, enabling businesses to connect with their audiences in profound and impactful ways.

Integral to our pursuit of this vision is the unwavering commitment to the triad of excellence, creativity, and integrity. These values form the cornerstone of our operations, propelling us to continually redefine the limits of what is achievable in the dynamic and ever-evolving media industry.

Silcaz Group thrives on the ethos of pushing boundaries. Our commitment to excellence drives us to explore innovative avenues within the media landscape. By consistently challenging the status quo, we aim to set new industry standards and provide our clients with cutting-edge solutions that propel them ahead of the competition.

Our dedication to delivering exceptional value is a testament to our client-centric philosophy. We understand that true success lies in the success of our clients. Through a combination of strategic insight, creative prowess, and technological innovation, Silcaz Group endeavors to be a catalyst for our clients’ growth, ensuring they derive maximum value from their media investments.

Central to our vision is the belief that lasting relationships are the foundation of sustainable success. Silcaz Group aims to forge deep, enduring connections with our clients. By understanding their unique needs and

challenges, we position ourselves not merely as service providers but as trusted partners invested in the long-term success of their ventures.

Beyond the realm of business, Silcaz Group is driven by a broader purpose – to make a positive impact in the world. We recognize the influence that media wields in shaping perceptions and attitudes. Therefore, we strive to align our strategies with socially responsible practices, contributing to a more equitable and enlightened global community.

Innovation is a guiding principle at Silcaz Group. We understand that in a rapidly evolving media landscape, adaptability and forward-thinking are crucial. By fostering a culture of innovation, we ensure that our strategies remain at the forefront of industry trends, positioning our clients for sustained success.

The dynamic nature of the media industry demands a commitment to adaptability. Silcaz Group thrives in an environment that embraces change, leveraging it as an opportunity for growth and evolution. Our ability to navigate through industry shifts ensures that our clients are always at the forefront of emerging trends, poised for continued success.

In conclusion, Silcaz Group's vision is not just a statement; it is a dynamic force propelling us forward. As we continue to uphold our core values, push boundaries, and innovate, we are not only shaping the future of our organization but also contributing to a landscape where businesses can truly thrive through the transformative power of media. Our commitment to excellence, creativity, integrity, and lasting relationships positions us as a premier media agency dedicated to realizing the full potential of businesses worldwide.

HONESTY AND TRANSPARENCY

At Silcaz Group, the ethical framework that underpins our operations is firmly anchored in the principles of honesty and transparency. These guiding values are not mere abstract ideals but integral components of our code of ethics, shaping the way we conduct business and build relationships. We recognize that honesty and transparency form the foundation of trust, a currency that is invaluable in our interactions with clients, employees, shareholders, and the wider society.

Within the intricate tapestry of our business communications, both internal and external, we steadfastly uphold the principles of accuracy, honesty, and completeness. It is our commitment to refrain from making false or misleading statements that ensures our communications are not only ethical but also trustworthy. This commitment extends to providing clients with information that is not only honest but transparent, spanning services, pricing, and capabilities, thereby fostering a climate of clarity and trust in our business dealings.

The transparency we advocate is not confined to external interactions alone. We extend this commitment to our internal decision-making processes, valuing inclusivity and openness. By involving all relevant stakeholders in our decision-making, we not only adhere to ethical practices but also acknowledge that transparency is a linchpin in building trust. It is through the disclosure of pertinent information, such as financial performance, governance practices, and environmental and social impacts, that we foster enduring relationships with our stakeholders.

Internally, our dedication to honesty finds expression in our interactions with employees. We go beyond the legal obligations, providing clear and accurate information about their rights, responsibilities, and compensation. Silcaz Group is steadfast in creating a work environment that is not only safe and healthy but one that treats employees with dignity and respect. Open communication channels are encouraged, allowing for constructive feedback and the prompt addressing of any concerns or issues that may arise.

In the realm of our relationships with suppliers, contractors, and other business partners, transparency remains an unwavering principle. We ensure that our business dealings are conducted fairly, honestly, and with the utmost integrity. Silcaz Group prides itself on providing suppliers and contractors with clear and accurate information about our requirements, fostering a collaborative and ethical business ecosystem where all parties involved can trust in the integrity of the process.

Our commitment to honesty and transparency extends to embracing accountability for our actions. We recognize that transparency is not just about revealing information but also about being accountable for the impact of our decisions and operations. This includes acknowledging mistakes, learning from them, and taking corrective actions, contributing to a culture of continuous improvement.

Silcaz Group firmly believes that ethical behavior is not only a moral imperative but also a strategic advantage. Transparent communication and honest dealings contribute to building a strong and positive reputation, which in turn enhances our brand value and attracts like-minded clients and partners. The enduring relationships we build on a foundation of honesty and transparency are a testament to our commitment to ethical business practices.

As we navigate the complexities of the business landscape, Silcaz Group remains steadfast in its commitment to upholding the principles of honesty and transparency. These principles are not mere guiding lights but active forces shaping our culture, influencing our decisions, and contributing to a business environment that is not only successful but ethically sound. In every interaction, we strive to be a beacon of integrity, fostering trust and contributing to a business world where honesty and transparency are not just ideals but lived values.

RESPECT FOR OTHERS

Respect for others stands as a foundational value at Silcaz Group, permeating every facet of our code of ethics and organizational culture. Regardless of gender, age, race, ethnicity, religion, sexual orientation, or any other personal characteristic, we are committed to treating all individuals with unwavering dignity and respect. The essence of this commitment manifests in our dedication to cultivating a work environment that thrives on diversity and inclusivity, ensuring that every member of our team feels valued and respected for their unique contributions.

To translate this commitment into action, we hold ourselves to the highest standards of human rights in all our business activities. Discrimination, harassment, or abuse, whether physical, verbal, or psychological, finds no harbor within Silcaz Group. Through comprehensive training programs on diversity and inclusion, we empower our employees to actively uphold these principles, fostering a workplace where respect is not only a policy but a lived practice.

In our client relationships, the principles of respect extend to safeguarding privacy and confidentiality. Handling client information with utmost care, we ensure it remains shielded from unauthorized disclosure. Moreover, we uphold our clients' intellectual property rights, refraining from utilizing proprietary information for any unauthorized purposes. This commitment to client respect builds trust, forming the bedrock of enduring partnerships based on mutual respect and integrity.

The ethos of fairness, equity, and contractual honor characterizes our interactions with suppliers, contractors, and other business partners. Open and transparent communication defines our engagements, and we actively involve our partners in decision-making processes where their input holds significance. This approach reflects our commitment to building relationships grounded in mutual respect and collaborative synergy.

Beyond the corporate borders, Silcaz Group extends its commitment to respect to the broader community and society. Actively supporting local communities and engaging in endeavors that promote social and

environmental sustainability are integral to our corporate responsibility. Adhering to laws and regulations governing our business activities, we take proactive measures to prevent any adverse impact on the environment or society. Our understanding is that being a responsible corporate citizen goes hand in hand with respecting the rights and well-being of others.

Listening and valuing the opinions and feedback of our stakeholders is intrinsic to our commitment to respect. Actively incorporating these perspectives into our decision-making processes not only reinforces our dedication to ethical practices but also ensures the inclusivity of diverse viewpoints. Furthermore, we cultivate a culture of open communication and feedback within our organization, encouraging employees to express their thoughts and concerns. Any issues raised are addressed promptly, reinforcing our dedication to maintaining a workplace that is not only inclusive and diverse but also responsive to the needs of its members.

In essence, respect for others is not just a value within the walls of Silcaz Group; it is a guiding principle that permeates our business practices. We are unwavering in our commitment to creating a work environment and business culture that is inclusive, diverse, and respectful. Continuous improvement is not just a goal; it is a journey we embark on to ensure that our practices align seamlessly with the ethical standards we uphold. Through these efforts, Silcaz Group aims to set a standard where respect is not just a buzzword but a lived reality in every interaction with our stakeholders.

In our commitment to respect, the essence of this value extends beyond the confines of the organization to encompass the broader community and society at large. Silcaz Group actively supports local communities and engages in initiatives that promote social and environmental sustainability. We understand that corporate responsibility is intertwined with our duty to respect the rights and well-being of others. This commitment is not merely an obligation but a proactive stance to contribute positively to the communities we operate in and the world we share.

The opinions and feedback of our stakeholders are not just acknowledged; they are actively sought and valued. In our decision-making processes, these perspectives play a crucial role, ensuring that our actions align with the diverse needs and expectations of those we impact. Additionally, within our organization, we foster a culture of open communication, where employees are encouraged to express their thoughts and concerns freely. This commitment to two-way communication not only upholds respect for individual voices but also acts as a mechanism for continuous improvement.

In summary, the value of respect for others at Silcaz Group is not a static principle; it is a dynamic force shaping our interactions, decisions, and contributions to society. By creating a work environment and business culture that champions inclusivity, diversity, and respect, we continually strive to elevate our ethical standards. Through these efforts, Silcaz Group aims to be a beacon in the business world where respect is not just a stated value but an active and pervasive force in every interaction with our stakeholders.

CONFIDENTIALITY

Confidentiality stands as a cornerstone value within the ethical framework of Silcaz Group. Recognizing its critical importance, we understand that the confidentiality of information is pivotal in maintaining the trust of our clients, employees, shareholders, and other stakeholders. Our commitment to safeguarding confidential information is unwavering, ensuring it remains shielded from unauthorized disclosure.

In the realm of information security, Silcaz Group goes to great lengths to protect sensitive data. We guarantee that all confidential information is stored securely and is accessible only to authorized personnel. Our dedication to maintaining the highest standards of confidentiality is evident in the establishment of comprehensive policies and procedures governing the handling of such information. Regular training programs are conducted for our employees to instill a deep understanding of the

importance of confidentiality and to ensure they are equipped to handle sensitive information responsibly. Additionally, non-disclosure agreements are in place with employees, contractors, and other business partners, emphasizing their obligations and responsibilities regarding confidentiality.

The respect for confidentiality extends to our clients, with a commitment to never disclose their information to unauthorized parties. Our clients can trust that their sensitive data remains secure within our confines, fostering a relationship built on reliability and trust. Similarly, we honor the privacy of our employees, ensuring that personal information is treated with the utmost discretion and is not disclosed without their explicit consent. Silcaz Group maintains a strict policy against the unauthorized use of confidential information for personal gain or any unauthorized purposes, reinforcing our dedication to ethical business practices.

Recognizing the evolving landscape of cybersecurity threats, Silcaz Group takes proactive measures to protect its information technology systems. Rigorous security protocols and controls are established to ensure the confidentiality of electronic information. Regular reviews and updates of these measures are conducted to stay ahead of emerging security threats and to fortify our defenses against unauthorized access or hacking attempts.

The commitment to confidentiality extends to our relationships with suppliers, contractors, and other business partners. Upholding contractual obligations regarding confidentiality is not just a legal requirement but a fundamental aspect of our ethical standards. Silcaz Group ensures that any confidential information received is used solely for the purposes specified in the agreement, fostering a climate of trust and accountability in our business partnerships.

In summary, confidentiality is not merely a checkbox in our code of ethics; it is a fundamental and unwavering value that permeates every aspect of our business practices at Silcaz Group. We are committed to upholding this value in all our interactions with stakeholders, taking necessary measures to protect confidential information related to our clients, employees, suppliers, and other business partners. The continuous review and updating of our practices underscore our commitment to staying aligned with the highest ethical standards in information security.

CONFLICT OF INTEREST

Avoiding conflicts of interest is a paramount and unwavering value within the ethical code of Silcaz Group. The recognition of how conflicts of interest can compromise objectivity and integrity underscores our commitment to preserving the trust of our clients, employees, and stakeholders. We are dedicated to the rigorous identification and effective management of conflicts of interest, ensuring that our business practices remain unblemished by any perceived or actual conflicts.

To operationalize this commitment, Silcaz Group has instituted robust policies and procedures for promptly and transparently disclosing potential conflicts of interest by employees. We provide comprehensive training to our team members on recognizing and navigating conflicts of interest, fostering a culture of awareness and responsibility. An open-door policy encourages employees to voice concerns regarding potential conflicts, allowing us to address them promptly and decisively.

Our commitment to avoiding conflicts extends to both business and personal relationships. Silcaz Group steers clear of engagements that could create a conflict of interest or even the appearance of one. We abstain from any business activities that might compromise our objectivity, integrity, or independence. The avoidance of situations where personal interests clash with our duty to clients, employees, or other stakeholders is not just a guideline but an integral aspect of our ethical commitment.

In managing financial interests, we ensure that our investments do not conflict with our business interests or those of our clients. Investments in companies or securities that may create conflicts of interest are

strictly avoided. Transparency is paramount, and any financial relationships with clients or suppliers are meticulously examined to ensure they do not compromise our ethical standards or create conflicts of interest.

Silcaz Group upholds stringent policies regarding the acceptance of gifts, gratuities, or business courtesies by employees. Such practices are closely monitored to prevent compromising objectivity or creating conflicts of interest. Policies and procedures governing the acceptance of business courtesies are designed to align with our ethical standards and adhere to the laws and regulations governing our business activities.

In summary, avoiding conflicts of interest is not just a checkbox within Silcaz Group's code of ethics; it is a fundamental and actively embraced value in all our interactions. The commitment to identifying and managing conflicts, ensuring transparency in financial relationships, and upholding ethical standards in gift acceptance forms the bedrock of our business practices. Continuous review and updates to our practices underscore our commitment to staying aligned with the highest ethical standards and maintaining the trust bestowed upon us by our stakeholders.

QUALITY OF WORK

Ensuring the quality of work is not just a mere aspect but a fundamental and non-negotiable value within the ethical fabric of Silcaz Group. We firmly grasp that the quality of our work serves as a direct reflection of our professionalism, integrity, and unwavering commitment to excellence. This recognition propels us to a steadfast commitment to providing clients with services that not only meet but consistently exceed their expectations, delivering substantial value to their businesses.

The cornerstone of ensuring quality lies in the competence and qualifications of our workforce. Silcaz Group invests significantly in its employees, ensuring they are not only competent but also continuously advancing in their skills and knowledge. Ongoing training and development opportunities are provided to keep our team abreast of the latest industry developments. Equipped with necessary resources and tools, our employees are empowered to perform their job duties with utmost effectiveness, further contributing to the assurance of high-quality deliverables.

To institutionalize our commitment to quality, Silcaz Group has implemented robust quality control processes and procedures. These mechanisms are designed to not only meet but surpass the quality standards set by both our clients and industry benchmarks. Metrics have been established to quantifiably measure the quality of our work, and a systematic monitoring and evaluation process ensures that our performance consistently aligns with these benchmarks. Soliciting feedback from clients is a vital aspect of this commitment, ensuring that their evolving needs and expectations are not just met but exceeded.

In fostering a culture of continuous improvement and innovation, Silcaz Group empowers its employees to identify areas for enhancement and contribute novel ideas. Collaboration and teamwork are actively promoted to ensure that our workforce functions cohesively, synergizing efforts to deliver high-quality services that consistently surpass our clients' expectations. This dynamic and proactive approach not only fuels innovation but also ensures the sustained delivery of services that meet the highest quality standards.

Silcaz Group recognizes that timeliness and adherence to budget constraints are integral components of ensuring quality. Hence, we have meticulously established project management processes and procedures to ensure that our projects are not only delivered on time and within budget but also align with the requisite quality standards. Addressing any issues or concerns promptly is an integral part of this commitment, ensuring our clients receive nothing short of the best possible service.

In summary, the commitment to ensuring the quality of work is not just an organizational value; it is a guiding principle that permeates every facet of our business practices at Silcaz Group. We take all necessary measures to uphold this commitment in every interaction with our stakeholders. Continuous review and updates of our practices underscore our dedication to aligning with ethical standards and the ever-evolving needs of our clients. Silcaz Group is not merely committed to delivering services; we are dedicated to delivering services of the highest quality, consistently exceeding expectations.

DIVERSITY AND INCLUSION

At Silcaz Group, the principles of diversity and inclusion are not just abstract notions; they are fundamental, guiding values embedded within the very core of our code of ethics. We firmly believe that a workplace characterized by diversity and inclusion is indispensable in creating an environment that not only supports but propels the personal and professional growth of our employees. Our commitment goes beyond rhetoric – we actively foster a workplace culture that values and respects the unique perspectives, backgrounds, and experiences that each of our employees brings to the table.

Ensuring respect and dignity for all is a non-negotiable commitment at Silcaz Group. Regardless of gender, race, ethnicity, sexual orientation, religion, age, disability, or any other personal characteristic, we are unwavering in our dedication to treating every employee with fairness and equity. Our commitment extends to promoting equal opportunities and fair treatment for all, with a strict prohibition against any form of discrimination, harassment, or retaliation based on personal characteristics.

In our pursuit of building a diverse and inclusive workforce that mirrors the communities we serve, Silcaz Group takes proactive measures. We actively seek to recruit and retain employees from diverse backgrounds, recognizing that diversity strengthens our collective capabilities. Encouraging the participation of underrepresented groups in our hiring and promotion processes is not just a goal; it's a commitment we actively pursue. Providing training and development opportunities ensures that all employees, irrespective of their background, have equal access to career advancement and growth.

Open communication and collaboration are actively promoted to ensure that diverse perspectives are not only heard but valued within our organization. At Silcaz Group, we recognize that a diversity of perspectives fosters creativity, innovation, and effective problem-solving. We actively encourage employees to share their unique viewpoints and ideas, creating an environment where individual contributions are not just acknowledged but actively sought.

Employee resource groups and other diversity and inclusion initiatives form an integral part of our commitment to fostering a culture of diversity. These initiatives provide our employees with structured platforms to connect, collaborate, and contribute to the continuous evolution of our inclusive workplace culture.

The commitment to diversity and inclusion doesn't stop at our workforce. Silcaz Group ensures that our business practices and policies actively support and promote diversity. Regular reviews and updates of our policies and procedures are undertaken to guarantee their fairness and equity, aligning seamlessly with our commitment to diversity and inclusion. Collaborating with clients and suppliers reinforces our dedication, ensuring that our business practices echo our commitment to fostering diversity and inclusion.

In summary, promoting diversity and inclusion isn't just a checkbox within Silcaz Group's code of ethics; it's a fundamental value actively lived out in every interaction with our stakeholders. We take all necessary measures to ensure that our workplace culture is not only inclusive but actively supports and celebrates diversity. The commitment to diversity and inclusion isn't a static declaration; it's a dynamic and continuous effort, where we consistently review and update our practices to ensure they align with our ethical standards and actively promote diversity and inclusion at every level of our organization.

COMPLIANCE WITH LAWS AND REGULATIONS

Compliance with laws and regulations stands as a bedrock principle within the ethical framework of Silcaz Group, underscoring our commitment to upholding the highest standards of ethical conduct in tandem with adhering to all applicable laws and regulations governing our business activities.

The assurance of compliance begins with our employees. Silcaz Group takes proactive steps to ensure that each employee comprehends and adheres to the laws and regulations relevant to their job functions. Ongoing training and development opportunities are provided, ensuring that our workforce is not only aware of any changes to laws and regulations but also equipped to integrate this knowledge seamlessly into our business practices. Access to necessary resources and tools further ensures that compliance is not just a mandate but a facilitated and integral part of our operational ethos.

Internally, Silcaz Group has instituted robust internal controls and compliance processes to safeguard that our business activities are conducted in strict compliance with applicable laws and regulations. Designated compliance officers play a pivotal role in monitoring and reporting on our adherence to these standards. Regular reviews and updates of policies and procedures are conducted, ensuring their alignment with the latest legal and regulatory requirements, thus fortifying our commitment to continuous improvement.

Extending our commitment beyond internal operations, Silcaz Group imposes stringent requirements on all suppliers, contractors, and partners, mandating compliance with the laws and regulations relevant to their business activities. Rigorous due diligence processes are implemented to ensure that our external partners not only meet our ethical standards but also align with legal requirements, fortifying a network of ethical and compliant business associations.

Silcaz Group actively fosters a culture of ethical conduct and integrity. Empowering employees to raise concerns and report any potential violations of laws and regulations is not just encouraged; it is actively cultivated. A confidential reporting mechanism is in place, providing employees with a secure avenue to report concerns. Each report is investigated promptly and appropriately, underscoring our dedication to maintaining a workplace where ethical concerns are addressed with the utmost seriousness.

In summary, compliance with laws and regulations is not just a checkbox within Silcaz Group's code of ethics; it is a fundamental and actively embraced value that permeates every interaction with our stakeholders. The commitment to compliance is a dynamic and continuous effort, where we consistently review and update our practices to ensure they align seamlessly with our ethical standards and comply with the latest legal and regulatory requirements. Silcaz Group's commitment to compliance is not just a legal obligation; it's a testament to our unwavering dedication to ethical conduct in all aspects of our business practices.

SOCIAL RESPONSIBILITY

Social responsibility is not just a buzzword but a fundamental and unwavering value within the ethical fabric of Silcaz Group, embodying our commitment to making a positive impact on the communities where we operate and contributing to the overall well-being of society. We deeply understand that our business activities cast a ripple effect on the environment, our stakeholders, and society as a whole. Our commitment is not just to acknowledge this impact but to actively minimize any negative consequences while maximizing the positive effects of our activities.

At the heart of our commitment lies a set of well-defined social responsibility initiatives that seamlessly align with our business objectives and contribute to sustainable development. Our aim is not only to conduct business but to create a positive societal impact. We strategically support initiatives spanning education, health, social welfare, environmental sustainability, and economic development. Collaborating

with non-profit organizations and social enterprises forms the backbone of our approach, allowing us to amplify the impact of our social responsibility goals.

Environmental stewardship is a core pillar of our social responsibility commitment. Silcaz Group is steadfast in conducting its business activities in an environmentally responsible manner. This commitment extends to reducing our carbon footprint and infusing sustainable practices throughout our operations. Concrete sustainability targets have been established, and regular monitoring ensures our progress towards achieving them. Beyond corporate guidelines, we actively encourage our employees to adopt sustainable practices in their daily activities, fostering a culture of individual responsibility for environmental stewardship.

Silcaz Group is more than a business entity; it's a collective of individuals committed to societal well-being. We actively promote a culture of social responsibility among our employees, urging them to not only be aware but to actively participate in community initiatives. Opportunities for volunteering are not just provided; they are actively recognized and celebrated, emphasizing the significance of individual contributions to the greater good.

Ethical and transparent business practices are integral components of our commitment to social responsibility. Silcaz Group ensures that our operations align not just with legal standards but with the principles of social responsibility. Our ethical sourcing and supply chain policies establish stringent criteria for our suppliers, ensuring they meet our social responsibility standards. Supporting initiatives that promote transparency and accountability within our industry is not just a gesture; it's a commitment to actively shape the ethical landscape in which we operate.

In summary, social responsibility isn't a compartmentalized aspect within Silcaz Group's code of ethics; it's a fundamental and actively embraced value that permeates every interaction with our stakeholders. The commitment to social responsibility isn't a static declaration; it's a dynamic and continuous effort. Silcaz Group consistently reviews and updates its practices to ensure they align seamlessly with ethical standards and actively contribute to social responsibility, promoting sustainable development and positive societal impact.

CONTINUOUS LEARNING AND IMPROVEMENT

Continuous learning and improvement stand as dynamic pillars within the ethical code of Silcaz Group, embodying our deep recognition that the business environment is in a constant state of flux. In this ever-changing landscape, we understand the imperative to continuously learn and improve to not only stay competitive but to remain relevant and at the forefront of industry advancements. This commitment is not just about survival; it's a holistic approach that recognizes the intrinsic connection between the professional development of our employees and the sustained growth of our company.

Our commitment to continuous learning is operationalized through ongoing training and development opportunities for our employees. Silcaz Group actively empowers its workforce to take ownership of their learning and development journeys, providing the necessary resources and tools to facilitate their growth. Beyond individual endeavors, we encourage a collaborative learning environment through knowledge-sharing programs and cross-functional projects, recognizing the wealth of expertise within our organization.

Fostering a culture of innovation is integral to our commitment to continuous improvement. Silcaz Group actively encourages employees to challenge the status quo and seek new and better ways of doing things. Processes are in place to capture and implement innovative ideas, and employees are not just encouraged but empowered to take ownership of their ideas and bring them to fruition. This commitment isn't just about innovation as a buzzword; it's about creating an environment where innovation is an actively nurtured and celebrated part of our organizational DNA.

Regular evaluation and measurement of our performance against goals and objectives are not just exercises in accountability but integral to our commitment to continuous improvement. A data-driven approach allows us to pinpoint opportunities for enhancement and track progress towards achieving our targets. Beyond internal evaluations, we actively seek feedback from our stakeholders, recognizing that external perspectives are invaluable in identifying areas where we can further improve our performance.

Silcaz Group's commitment to continuous learning and improvement extends beyond individual skillsets to encompass the very fabric of our business practices and processes. We consistently review and update these practices, ensuring they not only align with our ethical standards but actively promote continuous learning and improvement. Drawing inspiration from both our industry and other sectors, we adopt and integrate best practices, continuously seeking avenues to refine and elevate our operations.

In summary, continuous learning and improvement aren't just organizational values at Silcaz Group; they are actively embraced principles that permeate every interaction with our stakeholders. The commitment goes beyond rhetoric – we take all necessary measures to ensure our employees have the resources and tools to support their learning and development. Our culture is one of innovation and continuous improvement, where performance is not just assessed but actively pursued for enhancement. Silcaz Group's practices are not static; they are continuously reviewed and updated to align seamlessly with our ethical standards and actively promote a culture of continuous learning and improvement.

PROFESSIONALISM

Professionalism is not just a word in the ethical code of Silcaz Group; it's a foundational value that resonates throughout every facet of our interactions with stakeholders. Our commitment is unequivocal – we pledge to uphold the highest standards of professionalism in every exchange with our clients, suppliers, employees, and the broader community. We firmly believe that professionalism is not just a virtue; it's an indispensable element for building trust and credibility.

Our commitment to professionalism extends beyond the workplace, reaching into the personal lives of our employees. Silcaz Group ensures that each team member conducts themselves with professionalism, whether at work or in their personal spheres. Ongoing training and development opportunities are not just offered; they are actively encouraged, empowering employees to enhance their professional skills and knowledge. We foster an environment where every employee takes ownership of their professional development, supported by the necessary resources and tools to fuel their growth.

The organizational culture at Silcaz Group is a testament to our commitment to professionalism. Respect, integrity, and ethical behavior are not just values on paper; they are actively fostered within the organization. Policies and procedures are established to ensure that every employee conducts themselves ethically and professionally. In tandem, we actively promote diversity and inclusion, fostering an environment where all employees treat each other with respect and professionalism, recognizing the inherent strength in a diverse and inclusive workplace.

Professionalism isn't just an internal commitment; it's embedded in our business practices and processes. Silcaz Group has instituted stringent quality control measures, ensuring that every piece of work meets the highest professional standards. Our interactions with stakeholders, be it clients, suppliers, or partners, are conducted with the utmost professionalism and respect. This commitment isn't just about delivering results; it's about doing so in a manner that reflects our core values.

Silcaz Group recognizes that professionalism extends beyond organizational boundaries into the broader community. We actively take up the mantle of responsible corporate citizenship, contributing to the development of our community. Collaborating with non-profit organizations and social enterprises, we

address social and environmental issues, recognizing that our responsibility extends beyond the bottom line to the communities we serve.

In summary, professionalism isn't an optional addendum to Silcaz Group's code of ethics; it's a fundamental and actively embraced value that permeates every interaction with our stakeholders. We go beyond lip service, taking all necessary measures to ensure that our employees are not just professionals but ambassadors of professionalism. Our organizational culture is one of respect, integrity, and ethical behavior, actively fostering an environment where professionalism is not just encouraged but celebrated. Silcaz Group's commitment extends to the broader community, actively contributing to its development and exemplifying the essence of responsible corporate citizenship.

COMPETITION

At Silcaz Group, our commitment to fair and ethical competition isn't just a principle in our code of ethics; it's a guiding philosophy that underscores our belief in the transformative power of healthy competition. We firmly assert that competition, when approached with fairness and ethics, serves as the crucible for innovation, growth, and the overall development of the industry. While acknowledging the challenges it may pose, we steadfastly view competition as an opportunity to refine our skills, elevate our offerings, and ultimately provide enhanced value to our clients.

Integral to our commitment is the assurance that our competition is conducted with unwavering fairness and ethical rigor, in strict compliance with all applicable laws and regulations. Silcaz Group categorically rejects any engagement in illegal or unethical business practices such as price-fixing, bid-rigging, or market allocation. We steadfastly avoid anti-competitive behavior, refraining from the creation of barriers to entry or the use of unfair tactics to gain an advantage over our competitors.

Respect is a cornerstone of our approach to competition. Silcaz Group extends profound respect to our competitors and upholds their intellectual property rights with utmost integrity. We categorically refrain from any form of intellectual property theft, infringement, or misappropriation. Additionally, we adhere to a strict policy against making false or misleading statements about our competitors or their products and services, recognizing that transparency is foundational to fair competition.

Transparency and open communication are non-negotiables in our commitment to fair and ethical competition. Silcaz Group ensures that our clients and stakeholders are equipped with accurate and honest information about our products and services. This commitment extends beyond disclosure; it permeates our ethos, discouraging any form of deception, misrepresentation, or manipulation in our interactions.

Internally, our commitment to fair competition extends to our employees, fostering a culture of respect towards competitors and their contributions to the industry. Negative campaigning, such as spreading rumors or making false claims about competitors, is actively discouraged. Silcaz Group ardently believes in fostering an environment of healthy competition that not only respects the strengths of competitors but actively contributes to the growth, innovation, and progress of the entire industry.

In summary, our commitment to fair and ethical competition is a dynamic and actively embraced value at Silcaz Group. We not only comply with all applicable laws and regulations but go beyond, affirming our stance against any form of illegal or unethical business practices. We uphold respect for competitors and their intellectual property rights, emphasizing transparency and open communication with clients and stakeholders. Silcaz Group actively encourages and participates in a healthy competition that becomes the catalyst for growth, innovation, and progress in the industry.

PROPRIETARY INFORMATION

Safeguarding proprietary and confidential information is not just a commitment at Silcaz Group; it's a paramount responsibility that we take with the utmost seriousness. Recognizing the critical role that such information plays in our success and that of our clients, we have instituted robust measures to ensure its protection.

Integral to our approach is the strict adherence to confidentiality protocols. All proprietary and confidential information is treated with the highest level of confidentiality and is disclosed only on a need-to-know basis. Stringent policies and procedures are in place to prevent unauthorized disclosure to individuals or third parties, and comprehensive measures are implemented to thwart any unauthorized access or disclosure.

Ensuring that our employees are well-versed in the importance of protecting proprietary information is a cornerstone of our commitment. Silcaz Group actively conducts training sessions emphasizing the significance of safeguarding proprietary information and providing guidance on its proper handling. Employees are required to sign confidentiality agreements, committing to comply with all policies and procedures related to the protection of proprietary information.

Our commitment to ethical conduct extends to the use and disclosure of confidential information obtained from clients, suppliers, or third parties. Silcaz Group unequivocally refrains from using or disclosing such information for any purposes other than those for which it was provided. Rigorous measures are in place to prevent the misuse or unauthorized disclosure of this information.

Respecting the intellectual property rights of others is non-negotiable at Silcaz Group. We categorically abstain from engaging in any form of intellectual property theft, infringement, or misappropriation. Our commitment is not just about compliance with legal standards but reflects our ethos of ethical conduct.

The lifecycle of proprietary and confidential information is meticulously managed at Silcaz Group. From secure storage and transmission to timely and secure disposal when no longer needed, every step is guided by stringent measures. We ensure that proprietary information is not retained beyond the time required for the purposes for which it was collected, aligning our practices with principles of responsible information management.

In summary, the commitment to protecting proprietary and confidential information is an active and unwavering value at Silcaz Group. Confidentiality is not just a buzzword; it's a practice embedded in every facet of our operations. We ensure that information is disclosed only on a need-to-know basis, with employees well-equipped and committed to upholding confidentiality. Respecting the intellectual property rights of others is fundamental, and our information management practices are not just secure but responsibly aligned with the lifecycle of proprietary information.

SELECTIVE DISCLOSURE

The commitment to fair and equal disclosure of information at Silcaz Group is not just a regulatory requirement; it's an integral part of our ethical fabric. We deeply understand the ramifications of selective disclosure of material information – the potential for creating unfair advantages or disadvantages and the risk of damaging our hard-earned reputation and credibility.

Silcaz Group ensures that every piece of material information is disclosed in a fair and timely manner, reaching all stakeholders – be it shareholders, investors, employees, clients, suppliers, or the general public. Selective disclosure is strictly avoided, except as permitted by applicable laws and regulations. Our commitment goes beyond mere adherence to legal requirements; it's about upholding the principles of fairness and equality in the dissemination of critical information.

Stringent policies and procedures are in place to guarantee a consistent and transparent disclosure process. There is no room for preferential treatment or selective access to material information for any individual or group. Every disclosure is meticulously monitored and reviewed to ensure compliance not only with internal policies but also with the complex landscape of applicable laws and regulations.

Silcaz Group takes a firm stance against insider trading or tipping. We do not allow the provision of non-public material information for personal benefit or gain, and we certainly do not seek or receive such information from others. Our commitment to ethical conduct in the realm of information disclosure extends to every employee, who is comprehensively trained on the importance of fair and equal disclosure. Compliance with policies and procedures related to selective disclosure is not just expected; it's a non-negotiable requirement for every member of our team.

To ensure the effectiveness of our commitment, Silcaz Group designates a specific person or team responsible for overseeing compliance with policies and applicable laws and regulations. This proactive approach reinforces our dedication to maintaining the highest standards of fairness, transparency, and ethical conduct in information disclosure.

In summary, Silcaz Group's commitment to fair and equal disclosure of material information is unwavering. Our practices extend beyond legal obligations to embody the principles of fairness and equality. Every stakeholder, regardless of their association with the organization, can trust that material information is disclosed consistently and transparently. We stand firmly against insider trading, actively train our employees on the importance of compliance, and have robust monitoring mechanisms in place to ensure adherence to our ethical standards and legal obligations.

HEALTH AND SAFETY

At Silcaz Group, the commitment to the health and safety of our employees, clients, and partners is not just a corporate obligation; it's a fundamental belief that everyone has the right to work in an environment that is safe, secure, and conducive to their well-being.

Integral to our approach is the implementation of comprehensive policies and procedures designed to systematically identify, assess, and control potential health and safety hazards across our workplace and operations. We don't merely set these guidelines in stone; we actively engage in regular reviews and updates to ensure that our protocols remain current, effective, and aligned with the evolving landscape of health and safety standards.

Ensuring that our employees have the knowledge, skills, and resources to work safely and avoid injury or illness is a top priority. Silcaz Group invests in providing extensive training to empower our workforce, emphasizing preventive measures and best practices. We encourage a culture of open communication where all employees are urged to report any health and safety concerns or incidents promptly. Each reported concern is treated with the utmost seriousness, triggering a thorough investigation and swift corrective action.

Our commitment extends beyond the legal requirements as we comply with all applicable health and safety laws and regulations. We go a step further, striving to exceed these standards whenever possible. Collaboration with clients and partners is integral to our approach, as we work closely to ensure that they also uphold the highest standards of health and safety in their operations and activities.

Silcaz Group believes that fostering a culture of health and safety is not just a regulatory obligation but a strategic imperative for success and the overall well-being of all stakeholders. We continuously monitor and evaluate our health and safety performance, using a data-driven approach to identify areas for

improvement. The pursuit of excellence in health and safety is not a one-time effort but a continuous journey, marked by our unwavering commitment to progress and enhancement in this crucial area.

In summary, Silcaz Group places the utmost priority on the health and safety of its employees, clients, and partners. Our proactive approach includes robust policies, extensive training, and a commitment to exceed regulatory standards. We foster a culture of open communication and continuous improvement, ensuring that our commitment to health and safety remains a dynamic and evolving aspect of our organizational ethos.

GIFTS, GRATUITIES AND BUSINESS COURTESIES

At Silcaz Group, the bedrock of our business ethos lies in conducting operations with the utmost integrity and transparency. To safeguard these principles, we have implemented stringent policies and guidelines concerning gifts, gratuities, and business courtesies, aiming to foster an ethical and fair business environment.

Central to our stance is the firm refusal to accept any gifts, gratuities, or business courtesies that could potentially influence or even appear to influence our business decisions. In instances where we do receive such tokens, they must adhere to nominal value standards and be consistent with local customs and practices, ensuring that they do not compromise the integrity of our decision-making process.

Recognizing the delicate balance between maintaining ethical standards and navigating cultural expectations, we acknowledge that there may be situations where refusing a gift or business courtesy might jeopardize a relationship or be deemed impolite. In such cases, should we choose to accept the offering, we are committed to transparent disclosure within our company, coupled with measures to guarantee that it exerts no undue influence on our business decisions.

Our commitment to ethical conduct extends to the prohibition of any form of bribery, kickbacks, or other improper payments. At Silcaz Group, we steadfastly avoid offering, promising, or providing any gift, gratuity, or business courtesy with the intent of securing favorable treatment or gaining an unfair advantage.

A crucial component of our commitment to transparency is the meticulous maintenance of accurate records documenting any gifts, gratuities, or business courtesies received or provided. These records are readily available for review as mandated by law, underscoring our commitment to accountability and compliance.

We hold our employees to the same high standards when engaging with clients, partners, and other stakeholders. Regular training sessions and effective communication channels ensure that all our team members fully understand and adhere to our policies and guidelines regarding gifts, gratuities, and business courtesies.

In summary, at Silcaz Group, we stand firm in our refusal to accept gifts or courtesies that could compromise our business decisions. Transparency is paramount, and any received offerings are disclosed, with measures in place to prevent undue influence. We categorically prohibit bribery and improper payments, maintaining meticulous records to demonstrate our commitment to accountability. Our expectations extend to all employees, and regular training sessions ensure a thorough understanding of our policies and guidelines, fostering a culture of integrity and transparency throughout the organization.

ACCURATE PUBLIC DISCLOSURES

At Silcaz Group, our unwavering commitment revolves around furnishing the public with precise and timely information. We firmly believe that the accuracy of our public disclosures is paramount in preserving our credibility and establishing trust with our diverse range of stakeholders.

To ensure the integrity of our communication, we adhere to a rigorous standard, ensuring that all public disclosures are not only accurate but also complete and devoid of any potential for misinterpretation. This commitment extends to full compliance with all relevant laws and regulations governing the disclosure of information to the public, including the intricacies of securities laws.

Internally, we've implemented robust controls and procedures. Each public disclosure undergoes a meticulous review, gaining approval and verification from the appropriate personnel before it sees the light of day. Our commitment to transparency is further emphasized by the meticulous maintenance of comprehensive records of all public disclosures, readily accessible for review as mandated by legal requirements.

In addition to accuracy, we prioritize clarity in our public communications. Steering clear of technical or legal jargon that might confuse our stakeholders, we ensure that our messages are conveyed in a clear and understandable manner. Furthermore, we take great care to align all public disclosures with the core values, vision, and mission of our company.

Acknowledging the possibility of inadvertent errors, we maintain a proactive stance. In the event of discovering any inaccuracies, omissions, or errors in our public disclosures, we promptly address and correct them, making the necessary revisions to maintain the highest standards of transparency and accuracy.

Our expectations extend to all members of our team when engaging in public communication. Through regular training sessions and effective communication channels, we ensure that each employee comprehensively understands and upholds our policies and guidelines, fostering a culture of responsibility and accountability.

In summary, Silcaz Group is deeply committed to providing accurate and timely information to the public. This commitment is reflected in our stringent standards, ensuring accuracy, completeness, and compliance with all applicable laws and regulations. Internally, our controls and procedures guarantee a thorough review of all public disclosures. We emphasize clarity in communication and promptly rectify any discovered errors. This commitment to accuracy extends to all employees, with regular training reinforcing our unwavering commitment to transparency and integrity.

CORPORATE RECORDKEEPING

At Silcaz Group, we place a profound emphasis on the significance of meticulous recordkeeping in our business operations. We firmly believe that maintaining accurate and complete records is not only a legal requirement but also an integral aspect of monitoring our performance and facilitating well-informed business decisions.

To fulfill this commitment, we ensure that all our records encompassing financial, operational, and legal documents are not only accurate and complete but also timely. Our adherence to applicable laws and regulations, including retention requirements, underscores the gravity of our commitment to maintaining records that stand up to scrutiny.

Internally, we've implemented a comprehensive set of controls and procedures designed to secure, make accessible, and properly maintain our records. Access to these records is restricted to authorized

personnel with a genuine business need. Simultaneously, we employ robust measures to safeguard our records against potential threats such as loss, theft, or destruction.

Our commitment to thorough recordkeeping extends to our interactions with stakeholders, including customers, suppliers, and employees. We ensure that our records accurately capture these interactions, aligning consistently with our organizational values, vision, and mission.

Recognizing the possibility of errors or mistakes in recordkeeping, we adopt a proactive stance. Upon the discovery of any inaccuracies, omissions, or errors, we swiftly address and correct them, making necessary revisions to uphold the integrity of our records.

Expectations regarding recordkeeping standards also extend to every member of our team. Through regular training sessions and effective communication channels, we ensure that each employee comprehensively understands and upholds our policies and guidelines related to recordkeeping.

In summary, our commitment at Silcaz Group to maintaining accurate and complete records of our business activities is unwavering. We've implemented robust internal controls and procedures to ensure the security and accessibility of our records, aligning with applicable laws and regulations. Our dedication to accuracy extends to records of stakeholder interactions, and we promptly rectify any discovered inaccuracies. We instill these high standards in our employees through regular training, fostering a culture of accountability and excellence in recordkeeping.

ACCOUNTABILITY

At Silcaz Group, the bedrock of our organizational ethos is the firm belief that accountability is not just a commitment but a pivotal force in cultivating trust among our stakeholders and realizing our objectives. Our dedication to accountability spans across our actions, decisions, and results, setting a standard that we also expect from each member of our team.

Central to our approach is the establishment of unequivocal roles, responsibilities, and performance expectations for every employee. We meticulously ensure that each team member comprehends their duties and is equipped with the requisite resources, skills, and knowledge to effectively execute their responsibilities.

Setting ambitious goals and targets for our business operations is integral to our accountability framework. Regular monitoring of our progress towards these objectives allows us to proactively evaluate our performance, enabling swift corrective actions should we fall short of our expectations.

In our organizational culture, we actively encourage employees to take ownership of their work, fostering a sense of accountability for their decisions and actions. Our commitment to openness, transparency, and continuous improvement permeates the work environment, where feedback and constructive criticism are not only welcomed but valued as catalysts for growth.

Beyond internal accountability, we also emphasize the responsibility we bear towards our stakeholders. Transparent and honest communication characterizes our interactions with stakeholders, ensuring their concerns and feedback are addressed promptly and effectively. Recognizing that accountability necessitates acknowledging missteps, we openly admit mistakes and take responsibility for our actions.

In the event of deviations from expected behavior or violations of our policies and code of ethics, our accountability framework extends to employees. Consequences are clearly communicated, and appropriate disciplinary actions are taken when necessary, reinforcing our commitment to maintaining a high standard of conduct.

In summary, accountability at Silcaz Group is not just a word but a guiding principle ingrained in our organizational culture. We are committed to being accountable for our actions, decisions, and results, setting clear expectations for each employee and regularly monitoring our progress toward organizational goals. Our culture promotes openness, transparency, and continuous improvement, valuing feedback as a catalyst for growth. We hold our employees accountable for their behavior, communicate transparently with stakeholders, and readily acknowledge and take responsibility for any mistakes.

GENERAL REMARKS

At Silcaz Group, we firmly believe that our code of ethics stands as the bedrock of our business, embodying the principles of integrity, transparency, and honesty that are essential for nurturing our reputation and credibility. Acknowledging that our ethical conduct profoundly influences our relationships with stakeholders, we approach our responsibilities with utmost seriousness, consistently striving to uphold our core values in every interaction.

Our commitment to ethical responsibility goes beyond the immediate sphere of our clients, employees, and shareholders; it extends to encompass the broader society and the environment. As a media agency, we recognize the unique opportunity and responsibility we hold to leverage our influence and resources positively. We are resolute in our dedication to operate in a socially responsible manner, seeking avenues to create a lasting positive impact on society and the environment.

Ethical behavior, for us, is not an isolated event but an ongoing journey of continuous learning and improvement. We foster an environment that encourages employees to report any instances of unethical behavior, express concerns, and seek guidance when faced with ethical dilemmas. We firmly believe that maintaining a supportive and open culture is paramount to nurturing ethical behavior across our organization.

Acknowledging that our code of ethics is a dynamic and evolving document, we understand the importance of regular reviews and updates. Our commitment to ethical standards necessitates a proactive approach in reflecting changes in our business environment and society. We ensure that our code of ethics remains accessible and easily comprehensible to all stakeholders, underlining our commitment to transparency.

In summary, our overarching commitment is a testament to our dedication to conducting business with unwavering integrity, transparency, and honesty. We recognize the far-reaching impact of our ethical responsibilities and actively seek to contribute positively to society and the environment.

Embracing a culture of continuous learning and improvement, we empower our employees to report unethical behavior and confront ethical dilemmas.

Regular reviews and updates to our code of ethics demonstrate our responsiveness to changes in our business environment and society.