



## IQU CODE OF CONDUCT

1

### Quality assurance

Our success is dependent on each and every one of our clients' advertisements reaching the right audience. We target our campaigns carefully and according to the audience profile of each of our publishers' traffic sources to ensure that our clients' brands are strengthened by their presence in our top quality network. We offer a wide portfolio of choices to our advertisers, from media buying management through to access to media networks, so that our service is set up according to their marketing needs as best we can.

2

### Trust

At iQU, we depend on the confidence of our employees and clients. We are committed to ethical behavior and to clear and direct communication within the company and with others. As part of this, we endeavor to offer transparency to all our clients through regular reporting (for example weekly automatic reports and weekly calls), bilateral planning and milestones. As advertisers pay per action or result, it is important that they see real results and can work with iQU in confidence, knowing that our partnership is not being undermined by any kind of unfaithful or fraudulent activity.

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### Confidentiality

Respecting the property rights of others is a fundamental part of ethical business operation. The confidentiality of our clients' information is of utmost significance, and such information will only be disclosed when authorized and is covered by our legal obligations.

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### Conflicts of interest

iQU's employees and directors owe a duty to themselves and to their clients to avoid situations that impair, or seem to impair, their ability to make honest and objective decisions on behalf of their company and of their clients. Anyone can be faced with a conflict of interest. We trust our employees to make these situations known and to avoid any personal action that may interfere with their ability to do their job.

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### Duty of care

We like our clients, and we value our partnerships with them. The least we can do is to avoid acting (or omitting to act) in any way that might cause them or their companies harm. We act in good faith, responsibly, with due care and a great deal of competence on their behalf at all times, just as they deserve.

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### General responsibilities

Rights and duties of parties in the marketing exchange process: We expect all participants in our business dealings to operate fairly, ethically and in good faith. That's why you can count on:

- the services iQU offers to be fit for their advertised purpose.
- us discharging the actions we have agreed to, financial or otherwise, to the best of our abilities.
- our services to be free from hidden costs or risks.
- any promotional material associated with iQU to be truthful and non-coercive.

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### Equality and discrimination

Everyone deserves dignity and respect, whether that's our clients, our employees or our directors. iQU is committed to creating a workplace that reflects that; free from discrimination, offensive behavior and harassment. We're an equal employment/affirmative action employer because we think that's how we get the best out of our employees.

Managing Director  
and Co-Founder

A stylized, handwritten signature in teal ink, consisting of several fluid, connected strokes.