

BUSINESS CODE OF CONDUCT



Our Mission and Vision

Pleora Technologies was founded in 2000 in Ottawa, Canada, with the objective of delivering video over Ethernet for performance applications that require real-time analysis.

Our mission is to be the innovation leader in mission-critical imaging transport by setting unparalleled standards in performance, support, reliability, and quality with our advanced hardware and software solutions.

By developing advanced technologies with user-centric capabilities, we will become the acknowledged market leader for real-time connectivity solutions and mission-critical imaging transport. Our unwavering commitment to leading solutions positions us as the technology partner of choice for customers seeking to future-proof their imaging investments.

Our Commitment to Our Customers

At Pleora, we take immense pride in building strong, collaborative, and long-lasting relationships with our customers. We focus on deeply understanding and meeting your specific needs and preferences. Our commitment to integrity and fairness is at the core of everything we do, and we deliver personalized experiences, tailored solutions, and exceptional service to create loyal, lasting partnerships.

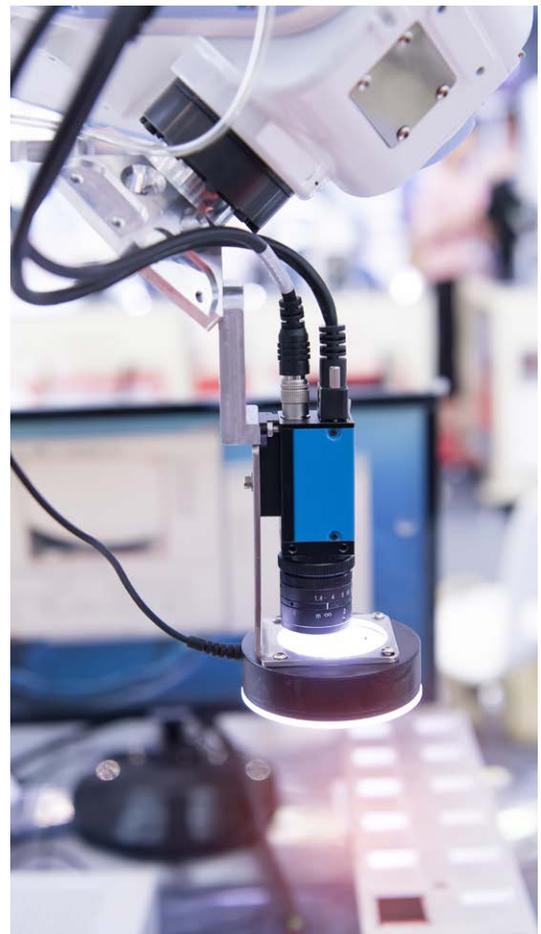
We believe the best way to earn your trust is by providing top-quality solutions and competitive pricing, while strictly avoiding unfair or deceptive trade practices. By ensuring our commercial contracts reflect the mutual importance we place on success, your satisfaction remains our top priority. We are dedicated to fostering enduring connections and delivering the best possible experience for you.

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Our Commitment to our Partners

Pleora holds our business partners—distributors, resellers, system integrators, and suppliers—to the same standards of integrity to which we hold ourselves. We encourage our partners to expect the same of us, ensuring a collective dedication to ethical practices throughout all aspects of the supply chain.

Our Commitment to the Environment and Sustainability

Pleora conducts business responsibly and in a manner designed to protect the health and safety of our employees, customers, partners, the public, and the environment. This includes ensuring Pleora, its product offerings, and our supply chain comply with RoHS, REACH, and CMRT legislation. You can download our **Environmental Sustainability and Social Responsibility Policy** and **Pleora Conflict Minerals Report** documents from our [Policies web page](#).

Pleora's packaging complies with the "Directive on Packaging and Packaging Waste" (94/62/EC) issued on December 15, 1994 and the subsequent revised edition. You can download the **Pleora Packaging Compliance** memo from our [Policies web page](#).

At Pleora Technologies, we empower global-leading connectivity solutions for real-time imaging. We are excited to actively play our part in initiatives that are not only obligatory but trailblazing.

In support of sustainable facilities, Pleora's head office had its gas-powered HVAC system replaced with electric resistance heaters in May 2024, providing an estimated CO2 reduction of approximately 94 tonnes per year. This earned Pleora's

office a Zero Carbon Building—Performance certification—an award for buildings that are highly energy-efficient and minimize greenhouse gas emissions from building materials and operations. The building is also BOMA Best Sustainable certified.



Our Commitment to Ethical Business

At the heart of Pleora lies a steadfast commitment to upholding the highest standards of ethical business practices:

- We provide leading solutions to our customers while adhering to all applicable laws and ethical standards to ensure a fair and level playing field for everyone in the industry.
- We strictly prohibit bribery in any form, at any place, and at any time, to uphold the highest standards of integrity and transparency.
- We do not offer or accept gifts that could unduly influence business decisions.
- We do not participate in money laundering activities and we refrain from engaging in business with sanctioned parties to maintain our commitment to lawful and ethical practices.
- We diligently avoid conflicts of interest between our business activities and personal interests, fostering an environment of trust and objectivity.
- We strive to collaborate with suppliers and partners who share our values and commitment to responsible business conduct, ensuring a collective dedication to ethical practices.
- We safeguard sensitive data through rigorous security measures and uphold privacy standards to protect our customers and stakeholders.
- We prioritize the ethical use of AI by regularly updating practices to align with laws, ethical guidelines, and best practices, ensuring fairness, transparency, and accountability.

Our Commitment to our Employees

Pleora ensures fair and decent working conditions by providing a safe and healthy environment, competitive wages, and necessary resources. In addition to adhering to Canadian labour laws, we are committed to fostering a workplace culture that embraces diversity, promotes equity, and ensures inclusivity for all. We believe that by celebrating our differences and championing equal opportunities, we create a stronger, more innovative community.

Pleora complies with the Government of Ontario's Accessibility for Ontarians with Disabilities Act, 2005 (AODA), specifically the Customer Service Standard and the Integrated Standards (IASR) including Information and Communications and Employment. You can download our **AODA Policy** from our [Policies web page](#).

Pleora's multi-year accessibility plan outlines our steps in identifying and removing barriers for people with disabilities under the Integrated Accessibility Standards Regulation for Information and Communications and Employment. You can download our **Multi-Year Accessibility Plan** from our [Policies web page](#).

Our Commitment to Ethical Business

Pleora retains this same level of commitment for our employees:

- We provide equal employment opportunities to all employees and applicants.
- We are committed to a dignified, respectful workplace with zero tolerance for violence or harassment.
- No person shall be discriminated against based on race, religion, gender identity, sexual orientation, age, disability, or any other protected ground.
- We prioritize safety and aim to prevent personal injury to employees and customers.
- We support work-life balance, flexible work environments, and employees' right to disconnect outside regular business hours.

