



Yobrand Group's Code of Conduct

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Overview:

At Yobrand Group, we are committed to upholding the highest standards of integrity, transparency, and ethical conduct in all our business practices. Our Code of Conduct outlines our commitment to ethical behavior, legal compliance, and fostering a positive, respectful work environment. This ensures our long-term success and builds trust with our clients, employees, and stakeholders.

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Yobrand Group: Code of Conduct

1. Introduction

At Yobrand Group, we are committed to conducting our business ethically and with the highest standards of integrity. This Code of Conduct outlines the principles we follow in our operations, ensuring we maintain transparency, accountability, and fairness in all of our dealings with clients, employees, and other stakeholders.

2. Ethical Business Practices

At Yobrand Group, ethical business practices are at the core of everything we do. We are committed to upholding the highest standards of integrity, transparency, and fairness in all of our dealings, whether with clients, employees, or business partners. We recognize that ethical behavior is essential for building trust and maintaining long-term relationships with stakeholders. Our commitment to these principles ensures that our operations contribute to the economic, social, and environmental development of the communities in which we work.

2.1 Integrity and Transparency

Integrity and transparency are foundational values at Yobrand Group. We believe in being open, honest, and accountable in all of our business dealings. Our goal is to provide accurate and truthful information to clients, partners, and stakeholders, fostering an environment of mutual trust and respect.

- **Rwandan Law Compliance:** In Rwanda, the Rwandan Law on Trade and Commerce (Law No. 36/2011) emphasizes the need for transparency and honesty in business transactions. Yobrand Group is committed to full compliance with this law, ensuring that all business dealings are conducted with honesty and integrity.
- **Open Communication:** We promote open and honest communication within the company, with clients, and with business partners. All financial, operational, and strategic decisions are made based on accurate and transparent information.
- **Accountability:** We take responsibility for our actions and decisions. If mistakes are made, we acknowledge them and work to resolve them promptly, maintaining trust and credibility with our stakeholders.

2.2 Confidentiality

At Yobrand Group, we value and protect the confidentiality of sensitive information, whether it relates to our clients, employees, or business operations. We ensure that

all data and information are handled securely and only disclosed when authorized or required by law.

- **Rwandan Law Compliance:** We comply with Rwandan data protection laws, including Law No. 58/2021 on the Protection of Personal Data. This law governs the collection, storage, and use of personal data in Rwanda. Yobrand Group ensures that all personal information is managed in accordance with these regulations, safeguarding the privacy of individuals.
- **Protection of Client and Employee Data:** We take all necessary steps to protect the personal and business information of our clients and employees, implementing appropriate measures to secure data from unauthorized access, breaches, or misuse.
- **Non-Disclosure Agreements (NDAs):** We enter into **NDAs** with employees, contractors, and business partners to protect confidential information and ensure that it is only used for its intended purposes.

2.3 Respect for Laws

Yobrand Group is committed to **full compliance** with all applicable laws and regulations, both in Rwanda and internationally. We understand that adhering to the law is crucial for maintaining our reputation and ensuring the long-term success of our business.

- **Rwandan Law Compliance:** Yobrand Group ensures that all our operations comply with Rwandan laws, including tax laws, labor laws, trade laws, and other regulatory requirements. We adhere to the **Rwanda Revenue Authority (RRA) tax regulations** and ensure that we meet our obligations regarding corporate taxation, employment standards, and other legal responsibilities.
- **International Legal Standards:** We also comply with **international standards** and regulations that govern ethical business practices. These include **international labor laws, anti-corruption laws, and data protection laws** (such as the **General Data Protection Regulation (GDPR)** for international operations).
- **Adherence to Ethical Standards:** Beyond legal compliance, we strive to adhere to the highest ethical standards in all our business dealings. This includes promoting fairness, equality, and respect for the environment in every aspect of our operations.

2.4 Anti-Corruption and Bribery

Yobrand Group maintains a **zero-tolerance policy** towards corruption and bribery. We strictly prohibit bribery, kickbacks, or any illegal payments in any form. Our

business dealings are conducted with the utmost integrity, ensuring that all decisions are made fairly and transparently.

- **Rwandan Law Compliance:** In accordance with **Law No. 54/2018 on the Prevention and Punishment of Corruption**, Yobrand Group ensures that we follow strict anti-corruption policies in line with Rwandan law. We do not engage in any form of bribery or corruption, and we require all employees and business partners to do the same.
- **International Anti-Corruption Laws:** In addition to Rwandan law, we adhere to **international anti-corruption standards**, including the **Foreign Corrupt Practices Act (FCPA)** and the **UK Bribery Act**, to ensure our practices are ethical and comply with global anti-corruption laws.

2.5 Commitment to Ethical Marketing and Business Practices

We are dedicated to ethical marketing and business practices, ensuring that our products and services are presented truthfully and accurately. We avoid misleading advertising and false claims, focusing on delivering value to our customers through transparent and honest communication.

- **Rwandan Law Compliance:** In line with the **Rwandan Consumer Protection Law**, Yobrand Group ensures that our advertising and marketing campaigns are truthful and do not mislead or deceive consumers. We strive to provide clear, accurate, and honest information about our products and services.
- **Ethical Advertising:** We avoid making exaggerated claims or promises that could be perceived as deceptive. Our marketing materials are designed to represent our products and services accurately and fairly, providing consumers with the information they need to make informed decisions.

At Yobrand Group, we are committed to conducting our business with the **highest standards of integrity, transparency, and fairness**. Our adherence to **Rwandan laws, international legal standards**, and **ethical business practices** ensures that we build trust with our clients, employees, and business partners. By maintaining these principles, we contribute to a fair and competitive marketplace that benefits all stakeholders, while upholding the values that are at the core of our company.

3. Anti-Corruption and Bribery

At Yobrand Group, we have a **zero-tolerance policy** towards corruption and bribery. We are committed to conducting all our business operations ethically, and we ensure

that our practices align with **Rwandan law**, as well as **international standards** on anti-corruption.

3.1 Rwandan Law Compliance:

In compliance with **Law No. 54/2018 of 13/08/2018 on the Prevention and Punishment of Corruption**, Yobrand Group strictly prohibits bribery and any form of corruption in both public and private sectors. This law criminalizes all forms of bribery and corruption, including the offering or acceptance of bribes, kickbacks, and illicit payments. We fully support Rwanda's anti-corruption efforts and adhere to the principles laid out in this law, ensuring that our operations contribute to the integrity and transparency of the business environment.

3.2 Prohibition of Bribery

- **Zero Tolerance for Bribery:** Yobrand Group does not engage in bribery, either by offering or accepting any bribe, kickback, or illegal payment, regardless of the industry or sector. Our employees, contractors, and business partners are prohibited from participating in any actions that would undermine the integrity of business dealings or public trust.
- **Strict Adherence to Laws:** In addition to Rwandan law, Yobrand Group ensures compliance with **international anti-bribery laws** such as the **Foreign Corrupt Practices Act (FCPA)** and the **UK Bribery Act**, to ensure a unified approach to fighting corruption globally.

3.3 Gifts and Hospitality

While we acknowledge that gifts and hospitality may be exchanged in business relationships, **Yobrand Group** maintains strict guidelines to ensure that such practices do not influence, or appear to influence, any business decisions.

- **Prohibited Gifts and Hospitality:** Employees and business partners are prohibited from offering or accepting gifts, entertainment, or any form of hospitality that could be perceived as an attempt to influence a decision or obtain an unfair advantage. This includes cash, expensive gifts, or lavish entertainment.
- **Modest and Transparent Gifts:** In the case of small, non-monetary gifts (such as branded items, tokens of appreciation), they must be of reasonable value and disclosed to management. These gifts should never be exchanged with the intent of influencing business decisions or actions.
- **Transparency in Reporting:** Any gifts or hospitality exchanged should be documented, and employees must notify management to ensure

transparency. All such practices are subject to review by management to ensure compliance with ethical standards.

3.4 Compliance and Reporting

- **Mandatory Disclosure:** Any employee or business partner who is offered a bribe, kickback, or inappropriate gift must report it immediately to their supervisor or the ethics committee. Yobrand Group provides a confidential reporting mechanism for employees to report any unethical behavior or violations of this policy.
- **Whistleblower Protection:** Yobrand Group provides robust protection for whistleblowers, ensuring that individuals who report unethical conduct are shielded from retaliation. All reports are handled confidentially and promptly.

3.5 Consequences of Non-Compliance

- **Disciplinary Action:** Any employee found engaging in bribery, corruption, or violating our anti-corruption policies will face disciplinary action, which could include termination of employment, legal action, or both.
- **Legal Ramifications:** Non-compliance with Rwandan anti-corruption laws, as outlined in **Law No. 54/2018**, may result in criminal charges, significant fines, and reputational damage for both the individual involved and the company.

Yobrand Group's **Anti-Corruption and Bribery Policy** ensures that our operations are conducted in full compliance with **Rwandan Law No. 54/2018 on the Prevention and Punishment of Corruption** and aligns with international standards. We believe that upholding these principles is essential to maintaining trust and integrity in our business practices. By adhering to these ethical standards, we contribute to a transparent, fair, and competitive marketplace that benefits all stakeholders.

4. Conflicts of Interest

At Yobrand Group, we require all employees, contractors, and business partners to avoid situations where their **personal interests** could conflict, or appear to conflict, with the **best interests** of the company. We recognize that even the appearance of a conflict of interest can undermine trust and the integrity of our operations. To this end, we maintain clear guidelines to prevent conflicts and ensure that all decisions are made impartially and transparently, in line with the best interests of the company.

4.1 Disclosure of Interests

Employees, contractors, and business partners are required to **disclose any potential or actual conflicts of interest** as soon as they become aware of the situation. Full disclosure ensures that the company can take appropriate steps to manage the conflict and mitigate any risks to the integrity of business decisions.

- **Types of Conflicts to Disclose:**
 - **Personal Relationships:** Any personal relationships with clients, vendors, competitors, or other entities that may influence business decisions or give the appearance of bias.
 - **Financial Interests:** Any direct or indirect financial interest in a competitor, supplier, or any company that could influence professional decisions.
 - **Outside Business Activities:** Participation in outside business activities that could create a conflict, such as serving as a director, shareholder, or consultant for a competing or related business.
 - **Gifts and Hospitality:** Accepting significant gifts or hospitality from clients, suppliers, or potential partners that could influence business decisions.
- **Transparency in Reporting:** All disclosures should be made in writing to management, clearly outlining the nature of the conflict and the potential impact on business activities. This allows the company to review the situation and determine if any corrective actions are needed.

4.2 Avoiding Conflicts

Employees, contractors, and business partners are expected to avoid situations where their **personal interests** may influence or interfere with their professional decisions or actions. This includes:

- **Recusal from Decision-Making:** If an employee or business partner finds themselves in a situation where their personal interests may conflict with the company's interests, they are required to recuse themselves from the decision-making process. This ensures that decisions are made impartially and based on objective business considerations.
- **Avoiding Personal Gain:** Employees should not use their position or knowledge for personal gain, whether financial or otherwise, at the expense of the company, clients, or stakeholders.
- **No Favoritism:** Employees must avoid situations where personal relationships or financial interests could unfairly influence decisions. Business decisions should always be made based on merit and in the best interests of the company.

4.3 Compliance with Rwandan Law

Yobrand Group also adheres to relevant **Rwandan laws** governing conflicts of interest, particularly in areas involving public procurement, government contracts, and business dealings with state-owned enterprises. For example:

- **Rwanda's Public Procurement Law** (Law No. 12/2007) establishes guidelines for identifying and managing conflicts of interest in public procurement. This law mandates that public officers and those involved in government procurement must declare any conflicts of interest to avoid biased decision-making.
- **Rwanda Governance Board (RGB)** also provides guidelines for managing conflicts of interest, particularly in corporate governance, to ensure that businesses operate in an ethical and transparent manner, avoiding situations that could harm the interests of shareholders, clients, and the public.

4.4 Management of Conflicts of Interest

Upon disclosure of a potential or actual conflict of interest, management will assess the situation to determine the appropriate course of action. The company is committed to addressing conflicts in a fair and transparent manner and ensuring that business decisions are not influenced by personal interests.

- **Conflict Resolution:** Management may implement measures such as reassigning duties, establishing safeguards, or appointing an independent party to make decisions in situations where a conflict of interest is identified.
- **Monitoring and Review:** Yobrand Group regularly reviews and monitors potential conflicts of interest within the company to ensure that no undue influence affects the decision-making process. This includes ongoing communication with employees and partners to identify and address any conflicts early.

4.5 Consequences of Non-Disclosure or Non-Compliance

Failure to disclose a conflict of interest, or engaging in actions that violate the principles outlined in this policy, may result in disciplinary action. This includes, but is not limited to, the following consequences:

- **Disciplinary Measures:** Employees found to be in violation of this policy may face disciplinary action, up to and including termination of employment.
- **Legal Consequences:** In certain cases, non-disclosure or unethical conduct related to conflicts of interest could result in legal action, particularly if the conflict involves bribery, corruption, or other violations of Rwandan law.

Yobrand Group is committed to maintaining the highest ethical standards by avoiding conflicts of interest and ensuring that all business decisions are made in the best interests of the company and its stakeholders. By fully disclosing potential conflicts, acting transparently, and adhering to both **Rwandan law** and international best practices, we foster a culture of integrity and trust. These practices ensure that Yobrand Group continues to operate ethically and sustainably, promoting a positive reputation in the business community.

5. Respect for Human Rights

At Yobrand Group, we are committed to promoting and respecting **human rights** in all aspects of our business. We believe that every individual should be treated with dignity, fairness, and respect, regardless of their race, gender, religion, nationality, or any other protected characteristic. Our commitment to human rights extends beyond our internal operations to how we interact with clients, partners, and stakeholders, ensuring that our business practices contribute to both social and economic development.

5.1 Non-Discrimination

Yobrand Group is committed to fostering an **inclusive and diverse** workplace. We strive to provide equal opportunities to all employees and applicants, ensuring that everyone is treated fairly and with respect, regardless of personal characteristics. Discrimination based on race, gender, religion, disability, or nationality is strictly prohibited.

- **Rwandan Law Compliance:** In line with **Rwanda's Constitution** (Article 14), we ensure that all individuals are treated equally and fairly. The **Law No. 18/2007 on the Prevention and Punishment of Discrimination and Stereotyped Treatment** further reinforces our commitment to creating a workplace free from discrimination. This law explicitly prohibits discrimination in employment, education, and other areas based on race, gender, religion, and other status.
- **Equal Opportunity:** Yobrand Group ensures that all decisions regarding recruitment, hiring, promotion, training, and compensation are based on merit, qualifications, and performance. We do not engage in any form of discrimination, and we actively seek to promote diversity in our teams.
- **Diversity and Inclusion:** We encourage diversity within our teams, recognizing that different perspectives and backgrounds contribute to creativity, innovation, and overall success. We are committed to building a culture of inclusion that values the unique contributions of all individuals.

5.2 Respect for Labor Rights

At Yobrand Group, we are committed to upholding and respecting the **labor rights** of all our employees. We ensure that our employees work in a **safe, supportive, and fair environment** where they are treated with dignity and respect, and provided with fair compensation.

- **Rwandan Labor Law Compliance:** We comply with **Rwanda's Labor Law (Law No. 66/2018)**, which governs employee rights, working conditions, fair wages, and occupational safety. This law guarantees employees' rights to fair treatment and compensation, and ensures safe working conditions for all.
- **Fair Compensation:** Yobrand Group ensures that all employees receive fair and competitive compensation in line with local wage laws. Our compensation package is regularly reviewed to ensure it meets or exceeds the legal minimum wage standards and industry practices.
- **Safe and Healthy Work Environment:** We prioritize the **health and safety** of our employees and ensure that they work in a safe environment. We adhere to health and safety guidelines and regulations, providing employees with necessary safety training and equipment where applicable. We are committed to maintaining a workplace free from hazards and ensuring that employees feel supported and protected.
- **Employee Rights:** We respect the fundamental rights of our employees, including the right to form and join trade unions, the right to collective bargaining, and the right to fair working conditions. We ensure that our employees can raise concerns and grievances without fear of retaliation.

5.3 Child Labor and Forced Labor

Yobrand Group strictly prohibits the use of **child labor** or any form of **forced labor** within our operations. We are committed to ensuring that our workforce is made up of legally employed adults, and we comply with all relevant **Rwandan labor laws** regarding employment standards.

- **Rwandan Law Compliance:** We adhere to **Rwanda's Labor Law (Law No. 66/2018)**, which sets the legal working age and prohibits the employment of children under the age of 14. Additionally, we comply with international conventions such as the **International Labour Organization (ILO) Convention No. 138** on the minimum age for employment.
- **Prohibition of Forced Labor:** Yobrand Group ensures that all employment is voluntary. We do not engage in any practices that involve forced, bonded, or compulsory labor. We uphold the rights of workers to freely choose their employment and work under conditions that respect their dignity and freedom.

5.4 Employee Well-Being

We understand the importance of supporting our employees' **mental and physical well-being**, and we provide various programs and benefits to promote work-life balance and a healthy lifestyle.

- **Work-Life Balance:** Yobrand Group recognizes the importance of work-life balance and encourages employees to maintain a healthy balance between their professional and personal lives. We offer flexible working arrangements where possible and support employees in managing their responsibilities.
- **Health and Wellness Programs:** We offer health insurance and other wellness benefits to our employees to ensure they are physically and mentally supported. We are committed to fostering a culture of health, safety, and well-being for all our staff.

5.5 Community Engagement and Social Responsibility

Yobrand Group believes in contributing positively to the communities where we operate. We support social initiatives and actively engage in programs that promote social justice, equality, and sustainable development.

- **Social Impact:** We support educational programs, healthcare initiatives, and local development projects aimed at improving the quality of life for underserved communities in Rwanda and other regions where we operate.
- **Environmental Sustainability:** We are committed to reducing our environmental impact by adopting sustainable business practices. We minimize waste, conserve resources, and promote sustainability in all our operations.
- **Corporate Social Responsibility (CSR):** Yobrand Group engages in CSR initiatives aimed at empowering local communities, supporting education, and contributing to societal well-being. We believe that businesses have a responsibility to contribute to the greater good beyond profit-making.

Yobrand Group is committed to **respecting and promoting human rights** in all areas of our operations. We strive to ensure that our practices align with both **Rwandan laws** and **international human rights standards**. By upholding principles of **non-discrimination, fair labor practices, child and forced labor prohibition**, and **employee well-being**, we contribute to a positive, sustainable, and socially responsible business environment. We are dedicated to creating a workplace where every individual is treated with dignity, respect, and fairness, while also positively impacting the communities in which we operate.

6. Fair Competition

At Yobrand Group, we are committed to competing **fairly and honestly** in all aspects of our business. We believe that fair competition is essential to a healthy and thriving marketplace. Our commitment to maintaining an ethical approach in all our business practices ensures that we uphold both **Rwandan laws** and **international legal standards** related to competition and intellectual property.

6.1 Compliance with Antitrust Laws

Yobrand Group is fully committed to complying with **both Rwandan antitrust laws** and **international antitrust regulations**. We understand that anti-competitive behavior not only violates the law but also harms the economy, businesses, and consumers alike. Our operations are conducted with strict adherence to legal frameworks that ensure healthy competition and fairness in the markets where we operate.

- **Rwandan Antitrust Laws:** In Rwanda, the **Competition Law No. 003/2003 of 2003** governs anti-competitive practices. This law is designed to promote fair competition, prevent anti-competitive agreements, and regulate monopolies. Yobrand Group fully complies with these regulations to ensure that our business activities contribute to a fair and competitive marketplace.
- **International Antitrust Laws:** We also adhere to relevant **international antitrust laws**, such as the **European Union's Competition Law** and the **United States' Sherman Antitrust Act**, which aim to prevent anticompetitive practices such as price-fixing, market allocation, and monopolistic behavior. We recognize the importance of maintaining ethical business practices that align with global standards and protect market fairness.
- **Anti-Competitive Practices:** Yobrand Group refrains from engaging in any activities that violate these laws, including:
 - **Price-fixing:** We do not engage in agreements with competitors that manipulate prices or restrict free market forces.
 - **Market Sharing:** We do not engage in market division or allocation practices that restrict competition.
 - **Abuse of Market Power:** We avoid any practices that unfairly dominate or manipulate the market to disadvantage competitors or consumers.

6.2 Protection of Intellectual Property

Yobrand Group recognizes the significant value of **intellectual property (IP)** and is committed to respecting and protecting the IP rights of others, as well as safeguarding our own. We adhere to **Rwandan intellectual property laws** and **international IP agreements** to ensure fair use and respect for IP across all markets we operate in.

- **Rwandan Intellectual Property Laws:** In Rwanda, **intellectual property rights** are governed by the **Law No. 31/2009 of 26/06/2009 on the Protection of Intellectual Property**. This law establishes the framework for protecting patents, trademarks, copyrights, and other forms of intellectual property. Yobrand Group strictly complies with these laws, ensuring that all intellectual property used in our operations is licensed appropriately and with full respect for Rwandan regulations.
- **International IP Agreements:** Yobrand Group also complies with **international IP agreements**, such as the **World Intellectual Property Organization (WIPO) Copyright Treaty** and the **Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement)**, which provide a global framework for IP protection. We ensure that our business practices align with these standards, safeguarding both our intellectual property and the intellectual property of others.
- **Respect for Third-Party IP:** We do not engage in the unauthorized use or infringement of intellectual property, including patents, trademarks, and copyrighted materials. We ensure that all third-party materials used in our operations are properly licensed or acquired through lawful means.
- **Protection of Our Own IP:** Yobrand Group actively protects its own intellectual property, including trademarks, patents, and proprietary content. We take necessary steps to prevent unauthorized use of our intellectual property, and when necessary, we pursue legal action to safeguard our assets.

6.3 Avoiding Unfair Practices

At Yobrand Group, we are committed to maintaining **ethical standards** in all our business dealings, both locally and internationally. We avoid any practices that could undermine fair competition, including:

- **Misleading Advertising:** We ensure that all advertising and marketing materials are truthful, clear, and accurate. We do not engage in deceptive practices, such as false advertising or misleading claims about our products or services.
- **Defamation:** We refrain from making defamatory statements about competitors, clients, or other stakeholders. Our competitors are respected, and we focus on competing based on the value of our offerings rather than undermining others.
- **Unfair Competition:** We avoid engaging in unfair competition, such as spreading false rumors, sabotaging competitors, or using underhanded tactics to gain business advantages. We believe in competing on the merits of our work and the strength of our reputation.

6.4 Collaboration and Ethical Practices

While competition is essential to innovation and growth, we also recognize the importance of **ethical collaboration**. We actively seek partnerships and industry collaborations that are mutually beneficial and foster respect among competitors.

- **Ethical Partnerships:** Yobrand Group forms partnerships with companies that share our commitment to fair competition and ethical standards. We avoid collaborating with businesses that engage in anti-competitive practices or violate ethical norms.
- **Industry Standards:** As part of our commitment to fair competition, we actively engage in industry associations that promote fair practices and ethical business behavior. Through these memberships, we contribute to setting high standards for the industry and supporting the overall business community.

Yobrand Group is dedicated to competing fairly, respecting intellectual property rights, and adhering to both **Rwandan and international laws** related to antitrust and intellectual property. We believe that by conducting our business with integrity and fairness, we not only ensure legal compliance but also contribute to a more competitive, transparent, and ethical marketplace. These principles guide our business practices, ensuring that we foster innovation, collaboration, and trust with all our stakeholders.

7. Accountability and Reporting

At Yobrand Group, **accountability** is one of our core values. We believe that transparency and responsible behavior are essential for maintaining trust and integrity in our business operations. We encourage all employees, clients, and partners to report any unethical behavior or violations of this Code of Ethics. It is crucial that we hold ourselves accountable for our actions and adhere to the highest standards of conduct in all business dealings.

7.1 Accountability in Our Actions

We hold every individual within Yobrand Group accountable for their actions. This means that every employee, manager, and partner is expected to act with integrity and responsibility, ensuring that all decisions and actions align with the company's values and legal requirements.

- **Employee Responsibility:** Every employee at Yobrand Group is responsible for adhering to our Code of Ethics and contributing to the company's ethical culture. Employees are expected to make decisions that reflect the company's commitment to high ethical standards and legal compliance.
- **Managerial Responsibility:** Managers and leaders at Yobrand Group are responsible for setting an example by maintaining ethical conduct, leading by

example, and ensuring that their teams adhere to the company's ethical standards. They are also responsible for creating a work environment that encourages accountability, transparency, and compliance.

- **Leadership Integrity:** Leadership within Yobrand Group is committed to the highest standards of integrity and transparency, recognizing that ethical leadership is essential for building a positive workplace culture and fostering trust among employees, clients, and business partners.

7.2 Reporting Unethical Behavior

We encourage employees, clients, and business partners to **report any unethical behavior** or violations of this Code of Ethics. Reporting such behavior is an essential part of maintaining an ethical organization and ensuring that we address issues as they arise. We provide various channels through which concerns can be reported.

- **Encouraging Transparency:** Employees, clients, and business partners are encouraged to report concerns regarding unethical behavior, fraud, corruption, or any other violation of our Code of Ethics. Reports can be made confidentially and should be taken seriously.
- **Types of Unethical Behavior to Report:**
 - Bribery, corruption, or unethical financial practices
 - Discrimination, harassment, or unequal treatment
 - Violations of confidentiality or misuse of company data
 - Fraudulent or dishonest reporting of company records
 - Any other behavior that violates the ethical principles of Yobrand Group

Reports can be made via email, phone, or an anonymous platform to ensure that all concerns are addressed in a timely manner.

7.3 Whistleblower Protection

Yobrand Group provides **whistleblower protection** to ensure that employees, clients, and partners can report unethical behavior without fear of retaliation. We are committed to providing a safe, secure, and confidential way for individuals to report their concerns.

- **Confidential Reporting:** Yobrand Group provides confidential mechanisms for employees and partners to report unethical behavior. These reports will be handled discreetly, with the utmost respect for the privacy of the individuals involved.
- **No Retaliation:** We have a strict **no retaliation policy**. Employees and partners who report unethical conduct or violations of the Code of Ethics are protected from retaliation, discrimination, or any adverse actions. Any attempt to

retaliate against a whistleblower will be considered a violation of company policy and will result in disciplinary action.

- **Rwandan Law Compliance:** In compliance with **Law No. 44/2017 of 06/09/2017 on the Protection of Whistleblowers**, Yobrand Group ensures that individuals who report unethical behavior are protected under Rwandan law. This law provides protections for individuals who report misconduct in good faith, ensuring that they are not subject to retaliation, discrimination, or any negative consequences.

7.4 Investigations and Actions

Once an unethical behavior report is received, Yobrand Group is committed to conducting a **thorough, fair, and confidential investigation** into the matter. We ensure that all investigations are conducted in a timely manner and that corrective actions are taken when necessary.

- **Investigation Process:** Upon receiving a report, we assign a designated ethics officer or team to investigate the issue. The process includes reviewing evidence, interviewing involved parties, and assessing the situation objectively. The company ensures that all parties are treated fairly throughout the investigation.
- **Corrective Actions:** If the investigation reveals that unethical behavior has occurred, appropriate corrective actions will be taken. These actions may include training, disciplinary measures, or changes to company policies to prevent further violations. We ensure that any corrective actions are fair and proportional to the severity of the issue.
- **Transparency in Action:** While confidentiality is maintained during investigations, relevant parties will be informed of the outcome and any actions taken to resolve the issue.

7.5 Consequences of Non-Compliance

- **Disciplinary Measures:** Employees found to be in violation of the Code of Ethics may face disciplinary action, which may include suspension or termination of employment. Serious violations of ethical conduct, such as fraud, corruption, or retaliation against whistleblowers, will result in severe consequences, including possible legal action.
- **Legal Consequences:** Non-compliance with ethical standards and relevant laws, including **Rwandan laws on corruption, whistleblower protection, and labor laws**, may result in legal action. Any employee or partner found to be in violation of these laws may face legal consequences, including fines, penalties, or imprisonment.

Yobrand Group is committed to ensuring **accountability** and **transparency** in all its operations. By encouraging the reporting of unethical behavior and providing strong whistleblower protection, we maintain a culture of trust and integrity. We believe that this approach not only ensures compliance with **Rwandan law** but also strengthens our ethical foundation, promoting a positive and sustainable business environment for our employees, clients, and stakeholders.

8. Health, Safety, and Environmental Responsibility

At Yobrand Group, we are committed to maintaining the highest standards of **health, safety, and environmental responsibility** in all aspects of our business operations. We believe that ensuring a safe and healthy work environment is essential for the well-being of our employees and the communities we serve. Additionally, we recognize the importance of **environmental sustainability** and are dedicated to minimizing our environmental impact while contributing to the social and economic development of the regions in which we operate.

8.1 Health and Safety at Work

Yobrand Group is committed to providing a **safe and healthy working environment** for all employees, contractors, and visitors. We prioritize the physical and mental well-being of our employees by maintaining strict health and safety protocols that align with both **Rwandan laws** and **international safety standards**.

- **Rwandan Law Compliance:** We comply with **Rwanda's Occupational Health and Safety Law** (Law No. 55/2016 of 13/09/2016), which sets the legal framework for ensuring workplace safety, reducing workplace hazards, and protecting the health of employees. This includes maintaining safe working conditions, providing appropriate training, and implementing emergency protocols.
- **Workplace Safety Procedures:** We have established comprehensive safety procedures to prevent accidents and injuries. This includes regular risk assessments, safety audits, and the implementation of **preventive measures** to minimize the risk of harm.
- **Emergency Preparedness:** Yobrand Group is committed to being prepared for emergencies, including fire, natural disasters, or other unforeseen incidents. We conduct regular emergency drills and ensure that all employees are familiar with emergency evacuation plans and procedures.
- **Mental Health and Well-Being:** We recognize the importance of **mental health** in the workplace and provide resources and support to ensure that employees are mentally and emotionally well. We offer counseling services and stress-management programs to promote a healthy work-life balance.

8.2 Environmental Responsibility

Yobrand Group is dedicated to reducing our environmental footprint and promoting **sustainable practices** throughout our operations. We strive to minimize waste, conserve natural resources, and reduce energy consumption in order to contribute positively to the environment.

- **Rwandan Law Compliance:** Yobrand Group complies with **Rwanda's Environmental Protection Law** (Law No. 04/2005 of 08/04/2005), which mandates the protection of the environment, sustainable use of resources, and waste management. We also follow Rwanda's **National Environmental Policy** which focuses on sustainable development and the conservation of natural resources.
- **Sustainable Practices:** We are committed to adopting **environmentally friendly practices** across all our operations, including:
 - **Waste Reduction:** We implement recycling programs and strive to minimize the amount of waste generated by our activities.
 - **Energy Conservation:** We use energy-efficient equipment and are working towards reducing our carbon footprint by utilizing renewable energy sources where possible.
 - **Eco-Friendly Packaging:** Where applicable, we utilize environmentally friendly packaging and materials that are recyclable or biodegradable.
- **Environmental Impact Assessment:** We conduct regular **environmental impact assessments** (EIAs) for new projects or activities to ensure that they comply with environmental regulations and do not cause harm to the surrounding environment.

8.3 Compliance with International Environmental Standards

In addition to complying with Rwandan laws, Yobrand Group follows **international environmental standards** to ensure that we meet global best practices in environmental sustainability.

- **ISO 14001:** Yobrand Group aims to align its operations with **ISO 14001**, the international standard for **environmental management systems**. This certification ensures that our environmental management practices meet global benchmarks for sustainability and regulatory compliance.
- **Sustainable Development Goals (SDGs):** We are committed to supporting the United Nations' **Sustainable Development Goals (SDGs)**, particularly SDG 12, which focuses on responsible consumption and production, and SDG 13, which emphasizes climate action. Our efforts contribute to global sustainability and environmental protection.

8.4 Employee and Community Involvement

Yobrand Group believes in **active involvement** in promoting health, safety, and environmental responsibility not just within the workplace but also in the **local community**. We encourage our employees to participate in sustainability initiatives and health and safety awareness programs.

- **Employee Training and Engagement:** We regularly train employees on health, safety, and environmental standards, ensuring that they understand their roles in promoting a safe and sustainable workplace. We also encourage employees to suggest new ideas and innovations that can improve our environmental and safety practices.
- **Community Outreach:** Yobrand Group participates in local initiatives aimed at improving public health and environmental sustainability. This includes organizing or supporting community clean-up efforts, environmental education programs, and public health campaigns.
- **Partnerships for Sustainability:** We collaborate with local organizations, NGOs, and governmental bodies to promote **environmental awareness** and **sustainable development** in the communities where we operate. We believe that businesses must be part of the solution to environmental challenges and contribute to the well-being of society.

8.5 Continuous Improvement and Monitoring

Yobrand Group is committed to the continuous improvement of our **health, safety,** and **environmental responsibility** efforts. We regularly monitor our practices to identify areas for improvement and ensure that we are meeting the highest standards.

- **Regular Audits and Assessments:** We conduct regular **health, safety, and environmental audits** to assess the effectiveness of our policies and identify any areas that need improvement. These audits help us stay compliant with both **local and international regulations**.
- **Feedback Mechanism:** We encourage feedback from employees, clients, and stakeholders on our health, safety, and environmental practices. This feedback is used to refine our policies and ensure that we are continuously improving our approach to sustainability.

9. Data Protection and Privacy

At Yobrand Group, we are committed to **securing personal data** and **protecting the privacy** of our clients, employees, and business partners. We recognize that with the growing emphasis on data privacy and security, it is essential to handle all personal

data responsibly and in compliance with applicable laws. Our policies and procedures ensure that we meet the highest standards of data protection, maintaining the trust of our stakeholders and safeguarding sensitive information.

9.1 Commitment to Data Security and Privacy

Yobrand Group takes **data security** and **privacy** seriously. We are dedicated to implementing comprehensive measures to ensure that personal information is collected, stored, and used responsibly. Our commitment is to protect all forms of personal data from unauthorized access, loss, or misuse, in line with both **Rwandan laws** and **international standards**.

- **Personal Data Security:** We implement state-of-the-art security measures to protect personal data from unauthorized access, breaches, or cyber-attacks. This includes using encryption, secure access protocols, firewalls, and other cybersecurity technologies to safeguard data.
- **Risk Mitigation:** We continuously assess risks to data security and privacy and take necessary steps to mitigate any potential threats. This includes periodic security audits, vulnerability assessments, and adopting updated security technologies.

9.2 Compliance with Rwandan Data Protection Laws

Yobrand Group ensures compliance with **Rwanda's Law No. 58/2021 on the Protection of Personal Data**, which regulates the collection, storage, processing, and sharing of personal data in Rwanda. This law aims to protect the privacy of individuals and ensures that their personal information is handled securely and transparently.

- **Rwandan Law Compliance:** We strictly adhere to the provisions of **Law No. 58/2021**, which outlines the rights of data subjects and the responsibilities of data controllers and processors. This law requires us to:
 - **Obtain explicit consent** from individuals before collecting their personal data.
 - **Ensure transparency** by providing clear information to data subjects on how their data will be used, stored, and shared.
 - **Allow individuals to exercise their rights** to access, correct, or request the deletion of their data.
- **Data Subject Rights:** We respect the rights of data subjects as outlined in the **Rwandan Data Protection Law**. These rights include:
 - The right to access personal data.
 - The right to request the correction of inaccurate or incomplete data.
 - The right to request the deletion of data under certain conditions.

- The right to withdraw consent for data processing at any time.

9.3 Employee Training on Data Handling and Cybersecurity

To ensure that all employees are equipped to handle personal data appropriately, Yobrand Group provides regular training on data protection, privacy laws, and cybersecurity best practices.

- **Data Protection Training:** All employees undergo mandatory training on how to handle personal data in compliance with **Rwandan data protection laws**. This training ensures that employees understand the importance of data security and how to protect the privacy of individuals.
- **Cybersecurity Awareness:** We also provide training on **cybersecurity practices** to prevent data breaches and other security threats. This includes educating employees on the risks of phishing, malware, and other cyber threats, and how to safeguard company and personal data from unauthorized access.

9.4 Guidelines on Data Collection, Storage, and Usage

Yobrand Group is committed to ensuring that personal information is collected, stored, and used in a manner that respects the privacy and rights of individuals. We follow strict guidelines to ensure that data handling practices are transparent, lawful, and fair.

- **Data Collection:** We only collect personal data that is necessary for legitimate business purposes, and we do so with the **explicit consent** of individuals. We avoid collecting excessive data and ensure that it is relevant to the purpose for which it is being collected.
- **Data Storage:** Personal data is stored securely, with access limited to authorized personnel only. We implement technical and organizational measures to protect data from loss, alteration, or unauthorized access. We also ensure that data is stored for no longer than necessary for its intended purpose.
- **Data Usage:** Personal data is used only for the purposes for which it was collected, and we ensure that any data shared with third parties is done so in accordance with the consent provided by the data subjects. We do not use personal data for unauthorized purposes, and we maintain transparency about how data is processed.
- **Data Sharing and Third Parties:** When necessary, we may share personal data with third-party service providers or partners. However, we ensure that these third parties comply with our data protection standards and that data is

shared securely. We enter into **Data Processing Agreements (DPAs)** with third-party providers to ensure compliance with data protection laws.

9.5 Data Breach Response and Notification

In the event of a **data breach**, Yobrand Group will take immediate action to mitigate the impact and notify the relevant authorities and affected individuals as required by law.

- **Immediate Response:** We have a robust data breach response plan in place, which includes identifying the breach, containing the impact, and conducting an investigation to determine the cause.
- **Notification to Authorities:** In accordance with **Rwandan data protection laws**, we will notify the **Rwanda Data Protection Authority (RPDA)** within 72 hours of discovering a data breach, if the breach poses a risk to the rights and freedoms of data subjects.
- **Notification to Data Subjects:** If the data breach is likely to result in a high risk to the privacy of individuals, we will promptly notify the affected data subjects, providing them with information on the breach and guidance on the steps they can take to protect themselves.

9.6 Continuous Improvement and Monitoring

Yobrand Group is committed to the continuous improvement of our data protection practices. We regularly monitor our systems and processes to ensure compliance with evolving **data protection laws** and best practices.

- **Regular Audits:** We conduct periodic audits to assess the effectiveness of our data protection measures and identify areas for improvement.
- **Compliance Reviews:** We review our data protection policies and procedures regularly to ensure compliance with both **Rwandan laws** and **international data protection standards**. We also stay informed about updates to data protection laws to ensure that our practices remain up to date.

10. Anti-Discrimination and Harassment

At Yobrand Group, we are committed to fostering a workplace that is free from **discrimination** and **harassment**. We believe that every employee should be treated with respect, dignity, and fairness, regardless of their race, gender, religion, nationality, disability, or any other characteristic protected by law. Our commitment to promoting a diverse, inclusive, and respectful workplace ensures that all employees can thrive and contribute to the success of the company.

10.1 Anti-Discrimination Policies

Yobrand Group has a **zero-tolerance policy** for discrimination of any kind. We are dedicated to providing a **workplace free of discrimination**, where all employees are given equal opportunities to succeed based on their skills, qualifications, and contributions.

- **Rwandan Law Compliance:** In line with **Rwanda's Constitution** (Article 14) and **Law No. 18/2007 on the Prevention and Punishment of Discrimination and Stereotyped Treatment**, Yobrand Group ensures that all employees are treated fairly, regardless of their race, gender, religion, disability, nationality, or any other protected characteristic. This law prohibits discrimination in employment, education, and other areas of public life.
- **Equal Opportunity:** Yobrand Group is committed to providing equal opportunities for all employees in hiring, promotions, training, and compensation. Employment decisions are based on **merit, qualifications, and experience**, and we ensure that all employees have an equal chance to grow and advance in their careers.
- **Diversity and Inclusion:** We actively promote **diversity** within our workforce. We recognize the value of diverse perspectives and backgrounds and strive to create an environment where every employee feels valued and included.

10.2 Procedures for Addressing and Reporting Harassment or Discrimination

Yobrand Group takes **harassment** and **discrimination** seriously and has established clear procedures for employees to report any instances of inappropriate behavior. We are committed to addressing all complaints promptly and fairly.

- **Reporting Mechanisms:** Employees who believe they have been subjected to discrimination or harassment are encouraged to report the issue immediately. Reports can be made to **human resources, management**, or through our confidential **whistleblowing system**. We ensure that all complaints are treated with confidentiality and respect.
- **Investigation Process:** Once a complaint is received, it will be thoroughly investigated by a designated team or individual, ensuring a fair and impartial process. The investigation will include interviewing relevant parties and gathering evidence to assess the situation.
- **No Retaliation:** We have a **zero-tolerance policy for retaliation**. Employees who report discrimination or harassment in good faith are protected from retaliation, including any form of discrimination, harassment, or adverse consequences for raising their concerns.
- **Resolution and Action:** If harassment or discrimination is found to have occurred, Yobrand Group will take appropriate corrective action, including

disciplinary measures. These actions can range from counseling and training to termination of employment, depending on the severity of the violation.

10.3 Promoting a Positive, Inclusive Work Culture

Yobrand Group is committed to fostering a **positive, inclusive, and respectful work environment** for all employees. We believe that a collaborative, inclusive culture leads to better outcomes for our employees and the organization as a whole.

- **Employee Training:** We provide regular **anti-discrimination** and **anti-harassment training** for all employees to raise awareness and promote respectful conduct. This training covers a range of topics, including unconscious bias, diversity and inclusion, and how to address discrimination and harassment in the workplace.
- **Inclusive Policies:** We actively encourage inclusivity by ensuring that all employees feel valued and respected, regardless of their background. This includes fostering an environment where diverse perspectives are celebrated, and everyone has a voice.
- **Support for Affected Employees:** We offer **support services** for employees who experience harassment or discrimination, including counseling and resources for navigating workplace challenges. Our goal is to ensure that every employee feels safe and supported in the workplace.

10.4 Rwandan Law and International Compliance

Yobrand Group ensures that our **anti-discrimination** and **anti-harassment policies** comply with **Rwandan laws** and **international labor standards**.

- **Rwandan Law Compliance:** In addition to the **Rwandan Constitution**, Yobrand Group adheres to **Law No. 18/2007**, which prohibits discrimination on the basis of race, gender, disability, religion, nationality, or any other status. We also comply with **Rwanda's Labor Law** (Law No. 66/2018), which outlines employees' rights to be free from discrimination and harassment in the workplace.
- **International Standards:** Yobrand Group aligns its policies with **international labor standards** established by the **International Labour Organization (ILO)**, particularly the **ILO Convention No. 111 on Discrimination (Employment and Occupation)**. We also respect global human rights standards as outlined by the **United Nations Universal Declaration of Human Rights (UDHR)**, ensuring that our practices are aligned with the highest global expectations for workplace fairness.

10.5 Consequences of Violating Anti-Discrimination and Harassment Policies

Yobrand Group has a strict policy regarding the violation of our **anti-discrimination** and **anti-harassment** rules. Any employee found to be in violation of these policies will be subject to disciplinary action.

- **Disciplinary Actions:** Employees who engage in discriminatory or harassing behavior will face appropriate consequences, ranging from verbal or written warnings to suspension or termination, depending on the severity of the offense.
- **Legal Ramifications:** In addition to internal disciplinary measures, discriminatory or harassing behavior may lead to legal consequences, including potential lawsuits or claims under **Rwandan labor laws** and **international human rights standards**.

11. Ethical Sourcing and Supplier Code of Conduct

At Yobrand Group, we believe that **ethics** should extend beyond our own operations to include our **suppliers** and **business partners**. We are committed to ensuring that our **supply chain** upholds the same high ethical standards that we expect from our own employees. This includes adhering to fair labor practices, respecting environmental responsibility, and ensuring that business dealings are free from corruption.

11.1 Commitment to Ethical Sourcing

Yobrand Group is dedicated to working with suppliers and partners who share our commitment to **ethical business practices**. We require our suppliers to adhere to the following core principles, which align with both **Rwandan laws** and **international standards**:

- **Fair Labor Practices:** We ensure that all suppliers respect the **fundamental labor rights** of their employees, including fair wages, the right to organize, and protection from exploitation or abuse. Suppliers must comply with **Rwanda's Labor Law** (Law No. 66/2018), which guarantees employees' rights to safe working conditions, fair compensation, and equal treatment in the workplace.
- **Non-Discrimination and Equal Opportunities:** Suppliers must commit to providing a **workplace free from discrimination** based on race, gender, religion, disability, or any other protected characteristic. We expect our suppliers to foster an inclusive work environment and promote equal opportunities for all workers.
- **Anti-Corruption and Anti-Bribery:** We require our suppliers to adopt a **zero-tolerance policy** toward corruption, bribery, and any form of unethical conduct. Suppliers must comply with **Rwanda's anti-corruption laws**,

including **Law No. 54/2018 on the Prevention and Punishment of Corruption**, and ensure that their operations are free from corrupt practices.

- **Environmental Responsibility:** Yobrand Group expects its suppliers to operate with respect for the **environment**. This includes minimizing environmental impact, using sustainable practices, and complying with **Rwanda's Environmental Protection Law** (Law No. 04/2005). Suppliers should aim to reduce waste, conserve energy, and minimize pollution.

11.2 Regular Assessments and Audits

To ensure that our suppliers uphold these ethical standards, Yobrand Group conducts **regular assessments and audits** of our supply chain. This process helps us monitor compliance and identify areas where suppliers may need support or improvement.

- **Supplier Audits:** Yobrand Group regularly audits suppliers to assess their adherence to our **Ethical Sourcing and Supplier Code of Conduct**. These audits may include on-site visits, documentation reviews, and interviews with workers to ensure compliance with labor laws, environmental practices, and anti-corruption standards.
- **Performance Metrics:** We develop key performance indicators (KPIs) to assess the ethical performance of our suppliers. These metrics include adherence to fair labor practices, environmental sustainability efforts, compliance with anti-corruption policies, and overall ethical business practices.
- **Continuous Improvement:** If a supplier is found to be non-compliant with our standards, Yobrand Group works closely with them to develop a **corrective action plan**. We provide guidance and support to help them improve their practices and ensure ongoing compliance. If issues are not resolved within a specified timeframe, we may consider terminating the business relationship.

11.3 Supplier Code of Conduct

Yobrand Group's **Supplier Code of Conduct** outlines the ethical expectations we have for all of our suppliers. This code serves as a guide for ethical decision-making and is an integral part of our supplier agreements. By entering into a partnership with Yobrand Group, suppliers agree to adhere to the principles outlined in the Code of Conduct.

- **Ethical Standards:** Suppliers must operate in a manner consistent with the values outlined in our **Code of Conduct**, including honesty, transparency, fairness, and respect for human rights.
- **Legal Compliance:** Suppliers must comply with all **relevant local and international laws**, including labor laws, environmental regulations, and

anti-corruption statutes. We require that suppliers maintain an up-to-date understanding of the legal frameworks that govern their industry and region.

- **Transparency and Reporting:** We expect suppliers to provide full transparency regarding their operations, including any potential conflicts of interest, legal issues, or compliance challenges. Suppliers must promptly report any violations of our Code of Conduct or ethical standards.

11.4 Ethical Sourcing Practices and Social Responsibility

Yobrand Group is dedicated to sourcing goods and services in a manner that promotes **social responsibility**. We believe that ethical sourcing not only benefits the company but also positively impacts the communities where we operate.

- **Supporting Local Economies:** We prioritize sourcing from local suppliers where possible, particularly those that support sustainable practices and contribute to local economic development. By supporting local suppliers, we contribute to job creation and the overall growth of the community.
- **Sustainability:** We work with suppliers who prioritize sustainability in their operations, including sourcing materials responsibly, reducing their environmental impact, and adopting practices that promote long-term environmental stewardship.
- **Social Impact:** We encourage suppliers to support **community development** initiatives, whether through supporting local education programs, offering job training, or engaging in philanthropy. We seek partners who share our commitment to making a positive social impact.

12. Compliance with International Standards and Agreements

At Yobrand Group, we are committed to maintaining the highest standards of quality, environmental responsibility, and ethical business practices in all aspects of our operations. We recognize the importance of adhering to **international standards** and **agreements** that ensure we operate effectively, ethically, and in compliance with global best practices. By complying with these standards, we enhance our reputation, increase operational efficiency, and demonstrate our commitment to sustainable and responsible business practices.

12.1 Adherence to International Standards

Yobrand Group aligns its operations with internationally recognized standards, ensuring that we meet or exceed global expectations in key areas such as **quality management**, **environmental sustainability**, and **health and safety**.

- **ISO 9001 – Quality Management Systems:** Yobrand Group is committed to achieving **excellence** in everything we do. As part of our commitment to quality, we adhere to **ISO 9001**, the international standard for quality management systems. This certification ensures that we consistently deliver products and services that meet the needs of our clients and stakeholders while continually improving our processes. By following ISO 9001 standards, we ensure that our operations are efficient, customer-focused, and geared toward continuous improvement.
- **ISO 14001 – Environmental Management Systems:** As part of our commitment to **environmental sustainability**, we align our business practices with the principles outlined in **ISO 14001**. This international standard sets the framework for managing environmental responsibilities. We aim to minimize our environmental footprint by reducing waste, conserving resources, and promoting sustainable practices in all aspects of our operations. Adherence to **ISO 14001** ensures that our environmental management practices meet the highest global standards for sustainability.
- **ISO 45001 – Occupational Health and Safety Management Systems:** Yobrand Group prioritizes the **health and safety** of our employees, and we align our practices with **ISO 45001**, the international standard for occupational health and safety management systems. This certification ensures that we provide a safe and healthy work environment, prevent workplace injuries, and promote employee well-being through proactive safety measures.

12.2 Compliance with International Trade Regulations

Yobrand Group is committed to adhering to **international trade regulations** and **laws** that govern cross-border operations. These regulations ensure fair trade, promote transparent business practices, and foster ethical relations with global partners.

- **World Trade Organization (WTO) Compliance:** As part of our international operations, we comply with the **rules and regulations of the World Trade Organization (WTO)**, which governs international trade between nations. We ensure that our business practices align with WTO agreements, including trade facilitation, market access, and intellectual property protection.
- **Export Control Laws:** Yobrand Group ensures compliance with **international export control laws**, which regulate the export of goods and services across borders. We adhere to local and international export regulations to prevent the unauthorized transfer of sensitive technologies and maintain security and legal compliance in all our international transactions.
- **Customs Regulations:** In all of our international trade activities, Yobrand Group complies with **customs laws and regulations** set by each country in

which we operate. This includes the proper documentation of imports and exports, timely payment of duties, and ensuring that all goods and services are compliant with local import-export regulations.

12.3 Adherence to Ethical Agreements

Yobrand Group is committed to maintaining the **highest ethical standards** in all of our operations, which includes supporting international agreements that promote human rights, labor rights, and sustainable business practices.

- **United Nations Global Compact:** Yobrand Group supports the **UN Global Compact**, a voluntary initiative based on principles in the areas of human rights, labor, the environment, and anti-corruption. We align our business practices with the **10 principles of the UN Global Compact**, which focus on ensuring fair treatment of employees, protecting the environment, avoiding corruption, and respecting human rights. By supporting this initiative, we demonstrate our commitment to responsible business practices that contribute to sustainable global development.
- **OECD Guidelines for Multinational Enterprises:** Yobrand Group also adheres to the **OECD Guidelines for Multinational Enterprises**, which provide recommendations for responsible business conduct across various areas, including labor rights, human rights, environmental practices, and anti-corruption. We ensure that our operations are aligned with these global guidelines to promote ethical business practices in all countries where we operate.
- **Fair Trade Practices:** We support **fair trade practices**, ensuring that our suppliers and partners adhere to ethical labor practices, environmental standards, and fair compensation for workers. We are committed to promoting social equity by engaging with businesses that share our values of fairness and sustainability.

12.4 Continuous Monitoring and Improvement

Yobrand Group ensures that our adherence to **international standards and agreements** is not static but a continuous process of monitoring, assessment, and improvement.

- **Regular Audits and Assessments:** To ensure compliance with these standards and regulations, we conduct regular **internal audits** and **external assessments**. These audits help identify areas for improvement and ensure that we continue to meet the highest global standards in quality, environmental management, and ethical business practices.

- **Employee Training and Engagement:** We provide ongoing **training** to our employees on **international standards** and **compliance obligations**. This includes educating employees on the importance of following regulations and the ethical principles that guide our business practices.
- **Stakeholder Engagement:** Yobrand Group regularly engages with **stakeholders**, including clients, suppliers, and regulatory bodies, to ensure that we are aware of any changes in relevant standards or regulations and can quickly adapt to evolving best practices.

13. Fair Labor Practices

At Yobrand Group, we are committed to **ensuring the fair treatment** of all our employees, with a strong focus on **workplace rights** and **fair labor practices**. We believe that a productive and respectful work environment is built on equality, opportunity, and mutual respect. Our policies reflect our commitment to upholding **labor rights**, ensuring that all employees are treated fairly and equitably, while fostering a diverse and inclusive workplace.

13.1 Prohibition of Forced Labor, Child Labor, and Harassment

Yobrand Group upholds the principle that **no employee should be subjected to forced labor, child labor**, or any form of **harassment** in the workplace. We are committed to ensuring that all employees work in a safe, respectful, and supportive environment, where their rights are protected.

- **Prohibition of Forced Labor:** Yobrand Group strictly prohibits any form of forced, bonded, or compulsory labor. All employment must be voluntary, and employees are free to leave their positions at their discretion, in accordance with the terms of their contracts and applicable labor laws.
- **Prohibition of Child Labor:** Yobrand Group adheres to the principle of **zero tolerance for child labor**. We comply with **Rwandan labor laws** and international conventions on the minimum age for employment, ensuring that no individuals under the legal working age are employed by the company.
- **Prevention of Harassment:** We maintain a **zero-tolerance policy** toward harassment in any form, including verbal, physical, sexual, or psychological harassment. All employees have the right to work in an environment free from harassment, intimidation, or bullying. We have clear procedures in place for reporting and addressing harassment, and any violation of this policy is met with serious consequences.
- **Rwandan Law Compliance:** Yobrand Group strictly complies with **Rwanda's Labor Law (Law No. 66/2018)**, which prohibits child labor, forced labor, and

any form of harassment or discrimination in the workplace. The law ensures that employees work in a safe and supportive environment, with access to fair compensation and protection from exploitation.

13.2 Employees' Right to Fair Wages, Job Security, and Career Advancement

Yobrand Group is committed to providing **fair wages, job security**, and opportunities for **career advancement** to all employees. We believe that employees should be compensated fairly for their work and have access to opportunities that allow for professional growth and development.

- **Fair Wages:** All employees are entitled to receive **fair compensation** for the work they perform. We adhere to **Rwandan minimum wage laws** and ensure that our wages are competitive within the industry. We review compensation regularly to ensure that wages remain equitable and aligned with the market.
- **Job Security:** Yobrand Group is committed to providing **job security** to our employees. We offer permanent contracts where possible, and our employment practices are designed to ensure fair treatment, job stability, and protection against arbitrary dismissal. We follow all **Rwandan labor laws** regarding termination and ensure that all dismissals are handled fairly and in accordance with due process.
- **Career Advancement:** We believe in providing **career development opportunities** for all employees. We offer training, mentorship, and promotional pathways to help employees advance within the organization. We also ensure that promotions are based on merit, experience, and qualifications, and that employees are given the support they need to reach their career goals.

13.3 Commitment to Workplace Diversity, Inclusion, and Equal Opportunities

At Yobrand Group, we are committed to creating a **diverse** and **inclusive** workplace, where every employee is treated equally and given the opportunity to succeed. We believe that diversity strengthens our organization by bringing different perspectives, skills, and experiences to the table. We promote equal opportunities for all employees, regardless of their background, gender, ethnicity, or other characteristics.

- **Diversity and Inclusion:** Yobrand Group actively promotes **workplace diversity**, recognizing that a diverse workforce contributes to innovation, creativity, and overall business success. We ensure that all employees, regardless of their race, gender, religion, disability, or nationality, have the opportunity to contribute to the organization's success.

- **Equal Opportunities:** We are committed to **equal treatment** in all aspects of employment, from hiring to promotion. Discrimination of any kind is strictly prohibited. Our hiring processes are designed to ensure that all candidates have equal access to job opportunities, and all employees are evaluated and promoted based on their qualifications, skills, and performance, without bias.
- **Inclusive Policies:** Yobrand Group implements **inclusive policies** that promote respect for all employees. We encourage the participation of underrepresented groups and ensure that all employees have a voice in decision-making processes. We strive to create a culture where everyone feels valued, respected, and able to reach their full potential.
- **Rwandan Law Compliance:** Yobrand Group adheres to **Rwanda's labor laws**, including the **Law No. 18/2007 on the Prevention and Punishment of Discrimination and Stereotyped Treatment**, which prohibits discrimination in the workplace. This law guarantees equal treatment and opportunities for all employees, regardless of their background or characteristics.

13.4 Compliance with International Labor Standards

Yobrand Group also ensures that our labor practices comply with **international labor standards** set forth by organizations such as the **International Labour Organization (ILO)**. These standards provide a global framework for ensuring fair treatment and the protection of workers' rights.

- **ILO Conventions:** We are committed to upholding the **ILO conventions** related to fair labor practices, including the **ILO Convention No. 87 on Freedom of Association** and **ILO Convention No. 98 on the Right to Organize and Bargain Collectively**. These conventions ensure that employees have the right to join trade unions, organize collectively, and negotiate working conditions without fear of retaliation.
- **International Fair Labor Standards:** Yobrand Group aligns its labor practices with **international fair labor standards**, ensuring that our employees' rights are protected in all areas of employment, including **pay equity, working hours**, and **health and safety**.