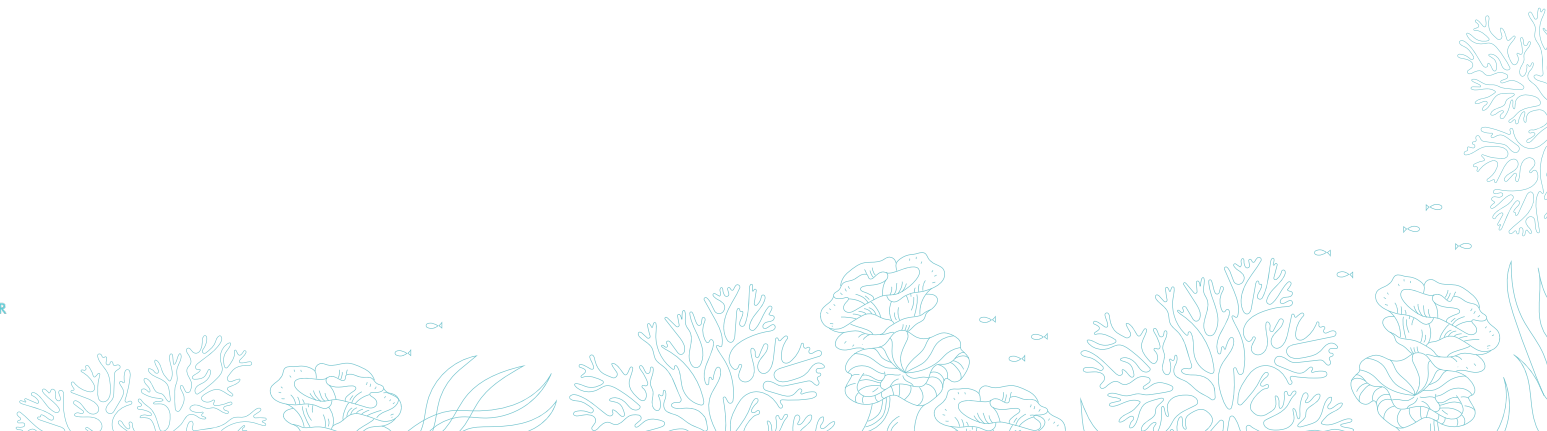


Maldives  
Marketing & PR  
Corporation

# CODE OF CONDUCT AND ETHICS

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# Introduction

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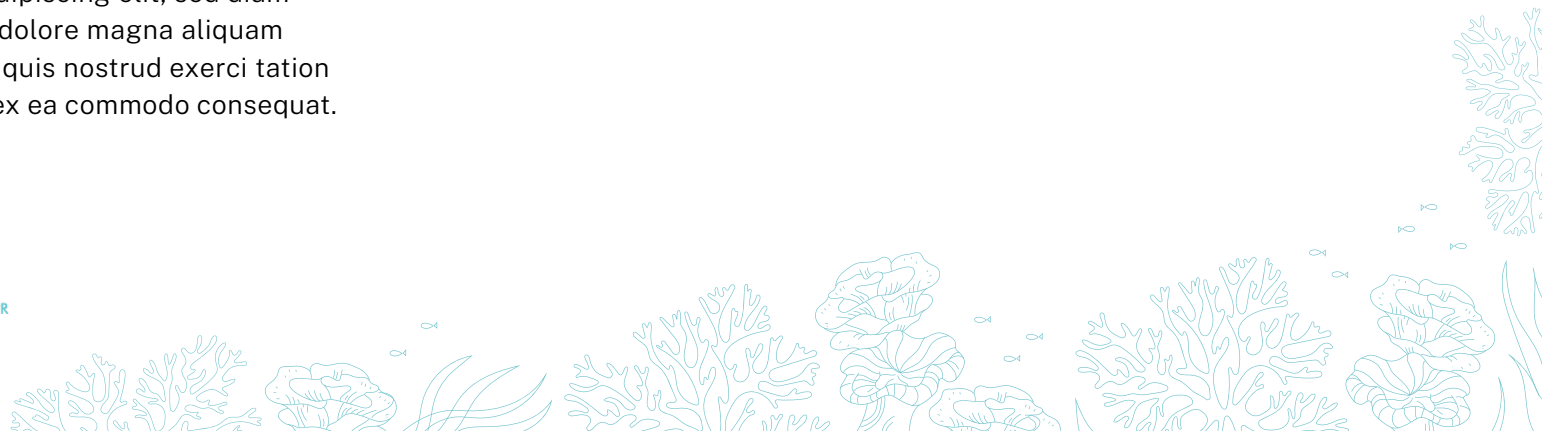
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# Our Vision

Be the most desired holiday destination in the world exemplifying timeless appeal.

# Our Mission

Build and sustain a highly identifiable and recognizable Maldives brand that connects with today's traveler mindset.

# Core Values



Act with  
integrity



Creating value  
difference



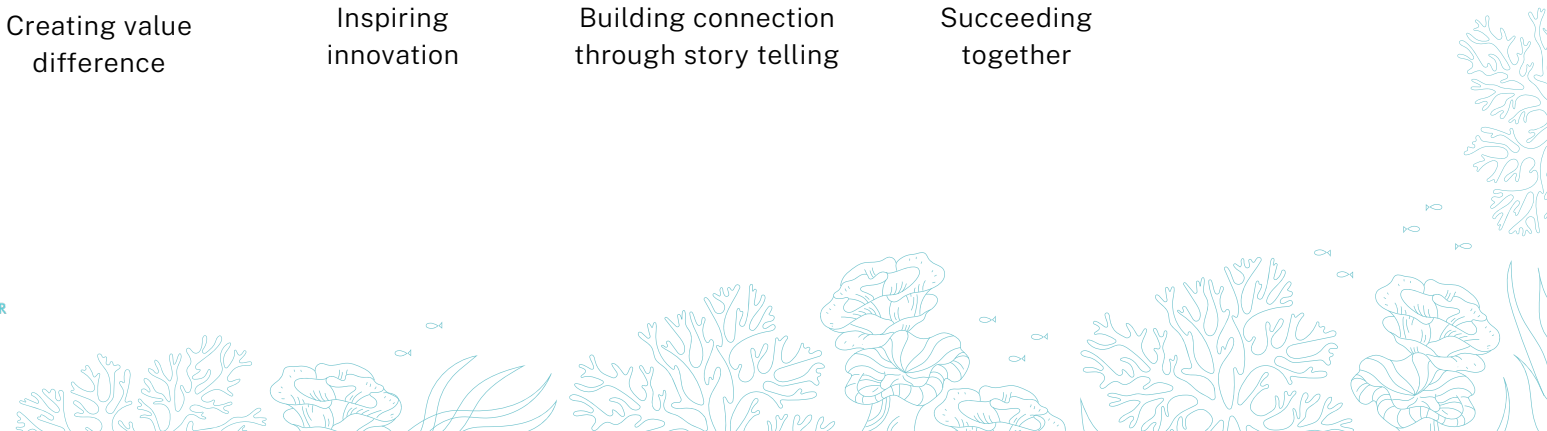
Inspiring  
innovation



Building connection  
through story telling



Succeeding  
together



# Our Responsibilities

## AS EMPLOYEES, SUPERVISORS AND DIRECTORS

- Demonstrate honesty, integrity, and respect at all times; in all, we do.
- Familiarize ourselves with and comply with the Code of Conduct and other policies that may apply in our conduct.
- Seek assistance and clarification from the supervisor or other relevant staffs regarding questions about the application of the Code or policy violations or other ethical concerns.

## AS SUPERVISORS

- Educate the team about ethics and integrity and ensure that our team is clear and aware of work expectation.
- Create an environment where our team feel comfortable raising and speaking openly about ethical concerns.
- Ensure that our team understand, abide by and adhere to the Code of Conduct.
- Lead by example by modelling ethical decision-making at all times; in all, we do.

# Where to go for Help

If you are in doubt or have concerns relating to the Code of Conduct and policies, seek assistance and guidance from:

## YOUR SUPERVISOR

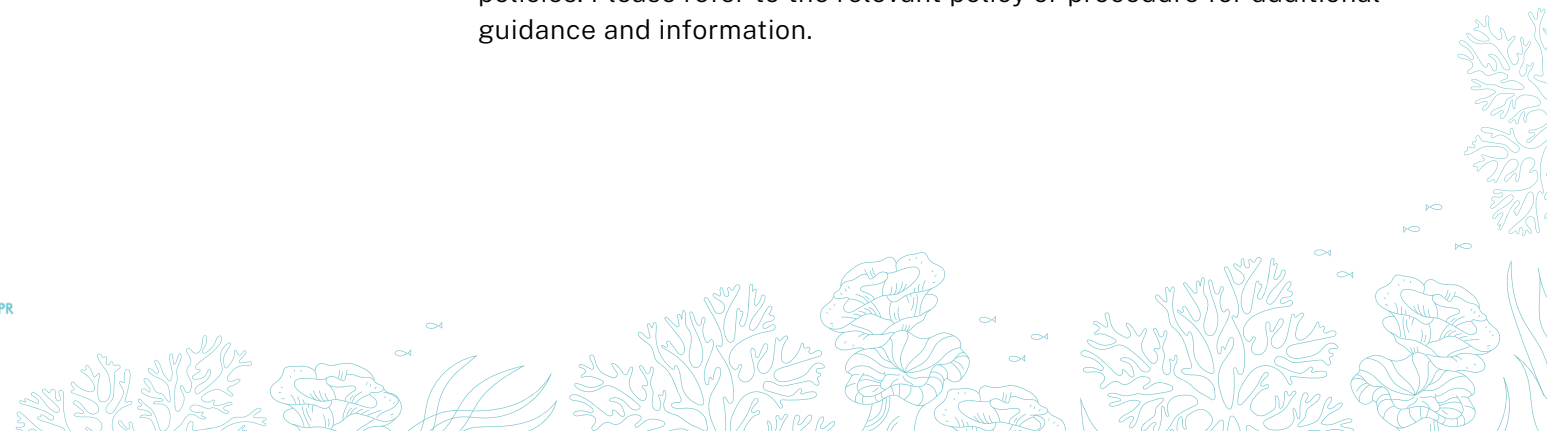
Start with your supervisor for concerns relating to Organization policies or Code of Conduct. If you are not comfortable seeking your supervisor's assistance, any other resource listed down here can assist you.

## HUMAN RESOURCES

Members of Human Resource and Team Leaders can often help you determine the best course of action for a broad range of ethical and compliance concerns. If you feel uncomfortable addressing the issue with the immediate supervisor, seek assistance from Human Resources or any of the Leader.

## ORGANIZATION POLICIES

Many of the topics stated in this Code are covered under different policies. Please refer to the relevant policy or procedure for additional guidance and information.



# Applicability

This Code applies to the Board of Directors, Employees, Consultants, Interns, Partners, and Collaborators of MMPRC

## Enforcement

The standards set forth in Code are important. We are committed to provide all necessary resources for this Code to be understood and complied with. It is expected that if employees are concerned about whether the standards are being met or aware of the code violations, report to the supervisor or HR or Legal team. Chose whichever reporting option you are comfortable using; your confidentiality will be protected. Violation of these standards may result in disciplinary action up to and including termination of employment.

## Promoting Respect an Integrity

We recognize that our greatest strength lies in the employees' talent, and they are the most valuable resource of the Organization. To create the Organization's success, we treat each other with respect and act with integrity. We demonstrate honesty, professionalism at all times, consistently applying the highest ethical standards in the performance of our duties.

**When in doubt, ask the supervisor or seek legal guidance.  
Learn more: (relevant policy/procedure)**

## Inspiring Innovation and Inclusion

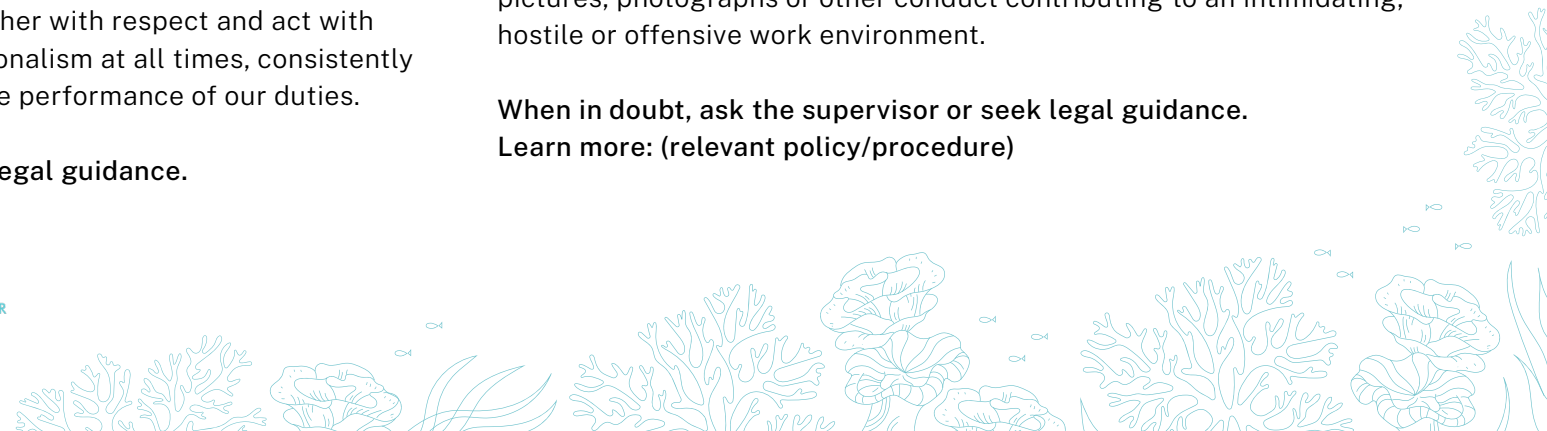
We are committed to maintaining an inclusive culture that respects individual differences, enabling all employees to thrive. We proactively work together as a team and recognize each team member's capabilities. We encourage our team members to be curious, finding alternative solutions, and new methods of working, and continuously strive to improve quality of work by learning and sharing new experiences with each other.

**When in doubt, ask the supervisor or seek legal guidance.  
Learn more: (relevant policy/procedure)**

## Harassment

We will not tolerate behaviors that could be constructed as bullying, harassment, discrimination, disrespect or disregarding individual dignity. We are mindful of how our words and actions affect others. We avoid using inappropriate comments, jokes, slurs, email messages, pictures, photographs or other conduct contributing to an intimidating, hostile or offensive work environment.

**When in doubt, ask the supervisor or seek legal guidance.  
Learn more: (relevant policy/procedure)**



# Health and Safety

We are committed to maintaining and providing a safe, healthy and productive workplace for our team.

We comply with and abide by all applicable health and safety laws, regulations and policies established by the Organization and Government. We create and maintain a safe work environment. We exercise good judgment concerning the environmental aspects of the use of office area and properties. We report to our supervisor of work incidents and environmental damages, no matter whether we are directly affected or observed the incident as a witness.

**When in doubt, ask the supervisor or seek legal guidance.**

**Learn more: (relevant policy/procedure)**

# Attendance and Punctuality

We are committed to following all applicable attendance policies and regulations. We are regular and punctual in our attendance. We report time and attendance accurately and work efficiently and productively. We notify all absence in accordance with the absence reporting procedure.

**When in doubt, ask the supervisor or seek legal guidance.**

**Learn more: HR Policy**

# Compliance with Laws and Regulations

We are committed to complying with all applicable laws and regulations. We follow, comply and abide by all applicable laws and regulation in performing our duties. We ensure that our actions are in line with laws and regulations that govern our operation.

**When in doubt, ask the supervisor or seek legal guidance.**

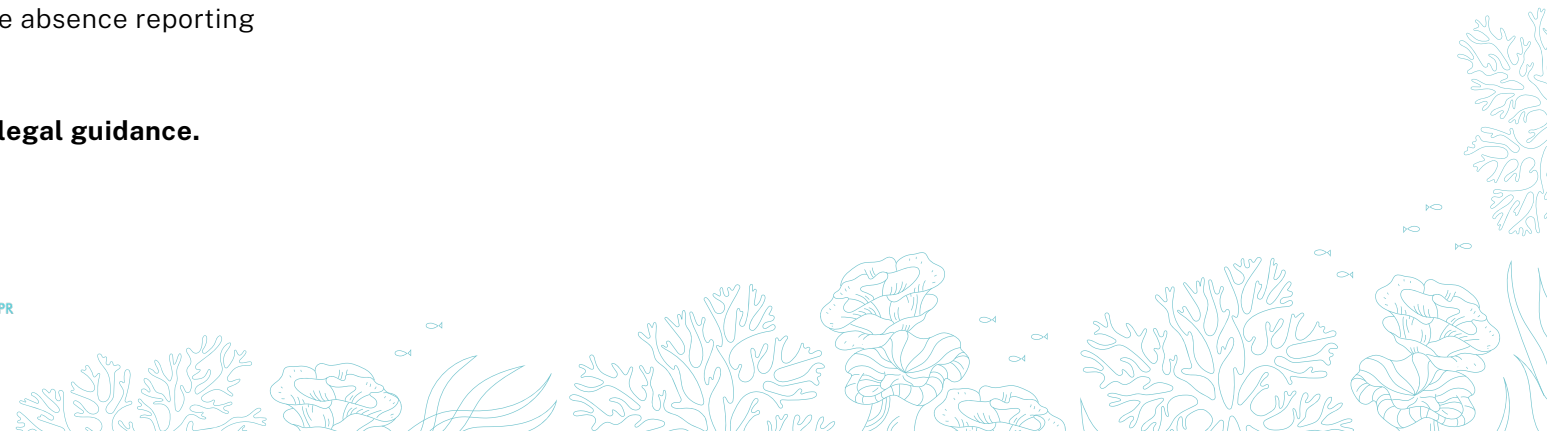
**Learn more: (relevant policy/procedure)**

# Drug and Alcohol

We prohibit the use of alcohol and drugs in the workplace. We do not work under the influence of alcohol or any drugs, which may prevent us from conducting work activities safely and effectively.

**When in doubt, ask the supervisor or seek legal guidance.**

**Learn more: (relevant policy/procedure)**



# Bribery and Corruption

We prohibit corrupt payments or bribery, or kickbacks of all kinds, including giving or receiving payments or hidden terms and arrangements that may hinder the capability or willingness in performing our duties. We neither offer nor accept any improper inducement or favour which is or shall be constructed as being a bribe or kickbacks. We avoid any actions that may create a perception that favourable treatment from others is sought, received, or given in exchange for personal gain.

**When in doubt, ask the supervisor or seek legal guidance.**  
**Learn more: Procurement Policy.**

# Conflict of Interest

We are committed to performing the duties in the best interest of the Organization. We avoid personal activities and financial interests, which may create an actual or apparent conflict with the organization's responsibilities. We do not seek gain for ourselves or others through misuse of our positions. We notify actual or potential conflicts of interest to the immediate supervisor, or Head of Department, or HR or Legal team

**When in doubt, ask the supervisor or seek legal guidance.**  
**Learn more: (relevant policy/procedure)**

# Maintaining Confidentiality

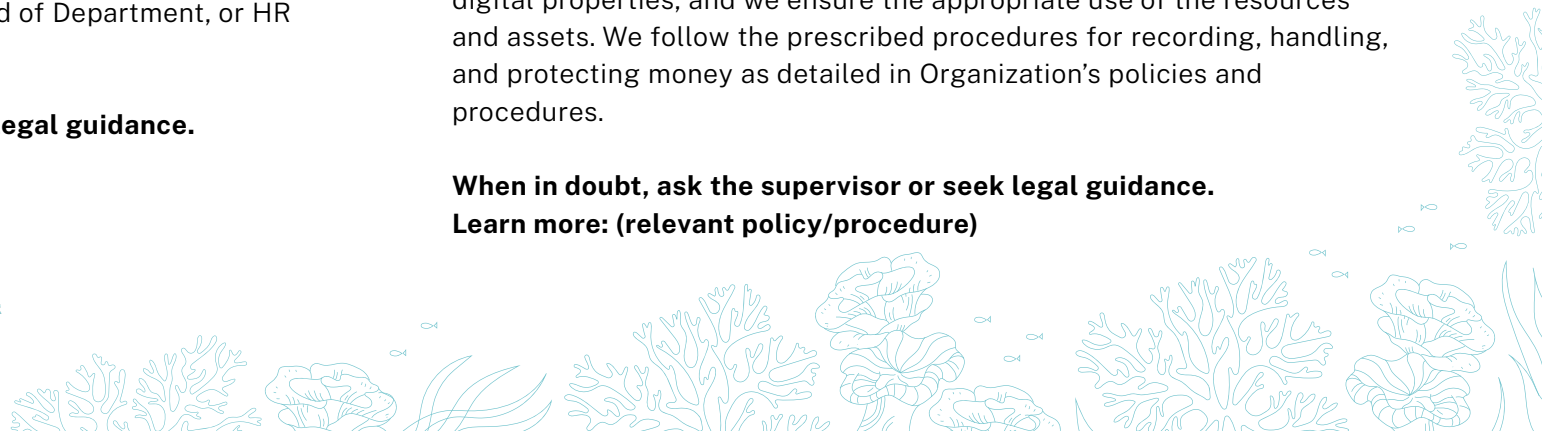
We are committed to maintaining the confidentiality of employees, partners and members' information in accordance with legal and ethical standards. We respect the confidentiality and avoid discussing confidential information with colleagues or anyone who do not need to know it. We use our cooperate accounts for business correspondences and fully comply with data security requirements. We use confidential information solely for and on behalf of MMPRC. We do not tolerate breaches of confidentiality.

**When in doubt, ask the supervisor or seek legal guidance.**  
**Learn more: (relevant policy/procedure)**

# Use of Organization Resources and Assets

We exercise good judgment in using Organization resources and assets. We safeguard the organization assets, including physical, intellectual, or digital properties, and we ensure the appropriate use of the resources and assets. We follow the prescribed procedures for recording, handling, and protecting money as detailed in Organization's policies and procedures.

**When in doubt, ask the supervisor or seek legal guidance.**  
**Learn more: (relevant policy/procedure)**





# Reporting and Disclosure

We prohibit false and misleading entries in financial statements or operational records. We believe that the credibility of MMPRC depends on the accuracy and completeness of its financial and operational records. We disclose honest, factual, accurate and timely report. We ensure that each and every document prepared, or review is complete and accurate. We do not make or engage in any false record or communication of any kind. We never authorize organization funds without proper documentation or ensure that all or part of the fund is used for the purpose stated in the supporting documents.

**When in doubt, ask the supervisor or seek legal guidance.**  
**Learn more: (relevant policy/procedure):**

# Use of Social Media

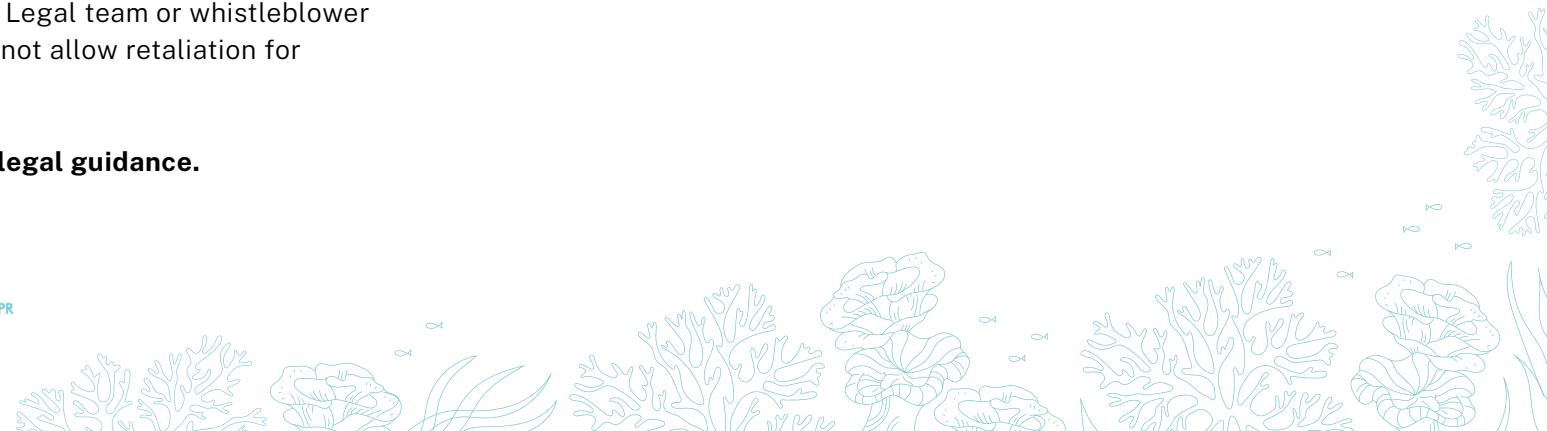
We make sure the content created, shared and posted on social media are honest and accurate. We follow and comply with Organization policies and procedures in using social media and related Organization content. We do not engage in, on behalf of the organization unless authorized to do so. We do not disclose trade secrets, private or confidential information. We use a proper disclosure statement when speaking about organization and always use good judgment when engaging in social media activities.

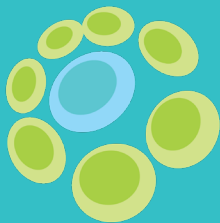
**When in doubt, ask the supervisor or seek legal guidance.**  
**Learn more: (relevant policy/procedure)**

# Whistleblowing

We make sure we promote ethical behavior and report violations of law, rules, regulations or the Company's code of conduct and ethics. We notify of any possible illegal or unethical behavior to the immediate supervisor, or Head of Department, or HR or Legal team or whistleblower Committee as soon as it is identified. We do not allow retaliation for reports made in good faith.

**When in doubt, ask the supervisor or seek legal guidance.**  
**Learn more: (relevant policy/procedure):**





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