



Code of Conduct

Welcome to Articore Group!

Our vision is to be the most loved place at the intersection of expression, empowerment, and commerce - bringing every person the very thing that gives them joy.

Here we have both Values and Behaviours:

Our Values are **Creativity**, having a passion for the creative and treasuring the Artists on our platform and **Compassion**, respecting Diversity and Inclusion in all its forms and treasuring each other.

Our Behaviours are:

- **Be Bold, Aim High** - Set ambitious objectives and support all staff to aim to deliver them. This is about setting stretch objectives but never taking unnecessary risks without proper vetting, planning and mitigation.
- **Right Thinking, Right People, Right Time** - For every piece of work or meeting, consider who are the best people to be involved at that time and ensure they are involved from the start. It isn't about being prepared to seek other views when you are not sure but also not always involving everyone.
- **Proactively Solve for the Greater Good** - Developing solutions in a scalable and sustainable way for Articore Group and not ourselves. It involves calling out issues if and when you see them, speaking up when you disagree and escalating issues when you need to.
- **Rapidly Deliver Value** - Having a sense of urgency in delivering improvements that create value. It isn't rushing through and not questioning when something seems wrong or unfinished.
- **Have Trust, Build Trust** - All staff always engage on the assumption of good intent and provide a safe environment for each other. Importantly we don't want staff to stay silent or feel they can't question something they don't understand.

While the Code of Conduct is a great resource, it doesn't cover every situation you may face, so ask us, your manager, the People and Culture Team, one of our Legal Counsel or an Executive, if you are ever unsure about the right thing to do.

The objectives of the Code of Conduct are to provide a benchmark for professional and ethical behaviour throughout Articore Group; support Articore Group's business reputation and corporate image within the community; protect its stakeholders, and make directors and employees aware of the consequences if they breach an Articore Group policy or this Code of Conduct.

The types of situations we want to draw your attention to are listed below. It is important that you make yourselves familiar with these and understand that more detailed policies are available to you on Confluence if you seek more detail about what it covers or what is expected of you.

Conflicts of interest

A conflict of interest may arise where you have a personal or commercial interest that may influence, or appear to influence, the performance of your responsibilities and duties to Articore Group. This should be avoided. It is important we help you protect yourself and Articore Group from claims of improper conduct or favouritism.

An example of a conflict of interest is being involved in the selection of a supplier to provide services to Articore Group without disclosing to your manager that you have a personal relationship with one of the potential suppliers, such as the company being run by a member of your family or a friend. Another could be where you engage a company to work with Articore Group because they will reward you with financial or non-financial rewards, such as tickets to an event or a free Apple product for engaging in a contract with them.

Corporate opportunities and other benefits

You are cautioned to never use Articore Group's property, information or your position to improperly gain benefit for yourself or another party. Avoid all financial, business and other relationships which may be opposed to the interests of Articore Group.

In case you wondered, Articore Group has a strict policy not to offer secret commissions or bribes to further its business interests. Similarly, the receipt of any benefit (money or non-financial) which could be interpreted as an inducement is not to be accepted. Be cautious about accepting hospitality, entertainment or gifts which are excessive in the context of the business relationship or which may compromise your impartiality. If you receive a gift or an invitation to hospitality or entertainment that may be considered excessive, speak to your manager.

You have an obligation not to be engaged in any capacity in other work whether paid or unpaid (director, agent, employee, consultant, etc.) which may, or maybe be seen to, adversely affect the performance of your duties to Articore Group without our agreement.

Dealings with politicians and government officials

All dealings with politicians and government officials which relate to Articore Group and its business activities must have the endorsement of a member of the Executive team, Group CEO, Group General Counsel or Company Secretary. Be professional: avoid any perception of attempts to gain advantage or to improperly influence the outcome of an official decision.

Confidentiality

Confidential information is defined as non-public information relating to Articore Group's business affairs, including business strategies, marketing and sales plans, competitive analysis, financial plans and forecasts, customer or employee information, and supplier information and pricing.

Take great care to ensure the integrity and security of all of Articore Group's confidential information. You must keep confidential information acquired during your employment confidential, even after your employment with Articore Group ceases. This means you must not disclose confidential information to third parties other than as authorised by the Group CEO, Group General Counsel or Company Secretary. If you are required by any regulatory body to provide information, answer charges or face proceedings in relation to any matter arising from your employment or engagement with Articore Group, you are required to notify the Group General Counsel or Company Secretary without delay.

Privacy

You must respect and maintain the privacy of personal information held or entrusted to Artcore Group by its clients, customers, suppliers, employees and others and comply with applicable privacy/data protection regulations (including the *Privacy Act 1988* in Australia).

All personal information of Artcore Group's suppliers, customers, and employees is to be treated as confidential.

Personal information is information or an opinion, whether true or not, about an individual whose identity is apparent, or can reasonably be ascertained, from that information or opinion.

Ethical and respectful conduct

You must treat others ethically and with respect in all dealings with artists, consumers, and suppliers.

Health and safety

Artcore Group is committed to providing a safe work environment for the well-being of employees, contractors, visitors and members of the public who may be affected by our work. Artcore Group ensures this by developing and maintaining safe systems of work and providing information and safety training for employees.

Everyone has a role in helping keep everyone safe. If you know of or suspect any unsafe situations or conditions, please alert your manager immediately.

Like any respectable workplace, Artcore Group will not tolerate the use of illegal drugs, improper use of alcohol or prescription medicine on Artcore Group's premises or when performing work for Artcore Group, travelling on Artcore Group business or attending work/client functions.

Employees who work from home are encouraged to check that their home environment is free from any potential health and safety issues.

Community

Artcore Group is a responsible corporate citizen and actively supports its creatives and the communities in which we live and work. Artcore Group encourages you to contribute to the needs of the community.

Diversity

Artcore Group is committed to ensuring a diverse work environment in which everyone is treated fairly and with respect and where everyone feels responsible for the reputation and performance of Artcore Group.

Equal Opportunity and Anti-Bullying

Artcore Group is committed to providing a workplace free from discrimination, sexual harassment and bullying. Applicants for employment are considered based on their job-related skills, qualifications and abilities. Artcore Group's equal opportunity and anti-bullying policies have the objectives of attracting and retaining the best possible employees; providing a safe, respectful and flexible work environment; and delivering services in a respectful and reasonably flexible way.

Discrimination on the basis of gender, race, religion, cultural background, colour, marital status, sexual orientation, gender identity, age, disability, personal associations, political beliefs, family responsibilities, pregnancy, membership or non-membership of a trade union is not tolerated by Articore Group.

Any kind of bullying, harassment or vilification in the workplace will likewise not be tolerated by Articore Group. If you believe you are being, or have been, discriminated against, sexually harassed or bullied, please contact your manager or a member of the People & Culture team. Any complaint made will be treated as confidential.

Protection of and use of Articore Group's assets and property

The protection and proper use of Articore Group's assets is everyone's responsibility. Any instances of suspected or actual theft or improper use of Articore Group property must be reported to the Group CEO, Group CFO, Group General Counsel or Company Secretary. Limited use of Articore Group property (such as computers and telephones) is permitted for private and non-income producing purposes, providing it is used efficiently and prudently.

Compliance with laws and regulations

You must comply with all laws and regulations relating to Articore Group. All actual or potential breaches must be immediately reported to your manager, a member of the Executive, the Group CEO, Group CFO, Group General Counsel, Company Secretary or Chair of the Audit & Risk Committee.

Approach to disclosure and financial reporting

Articore Group is committed to open and transparent communication with its shareholders and stakeholders. This includes providing timely, balanced and readily available material information to Articore shareholders, relevant regulators and other key stakeholders. Articore Group will review and monitor the controls and procedures for the preparation of its accounting records and financial statements with guidance from its auditors. Articore Group will ensure that the accounts and financial information that it provides represents a true and fair view of the financial performance and position of Articore Group.

If you have contact with Articore Group's auditors you must fully cooperate with them and not make any false or misleading statement to, or conceal any relevant information from them.

Insider trading

Insider trading is a serious offence under the Corporations Act. Insider trading laws prohibit a person in possession of material non-public information relating to a company from dealing in any way in that company's securities. Please refer to the Articore Group Share Trading Policy for guidelines to assist you to ensure that you do not deliberately or inadvertently breach the insider trading laws.

Whistleblower protection

Articore Group is committed to ensuring that you can raise concerns regarding unlawful, unethical or otherwise unacceptable conduct without fear of victimisation, harassment or discriminatory treatment.

You are encouraged to report actual or suspected fraudulent or unethical behaviour—including any breach of this Code of Conduct or other Articore Group codes and policies—to your manager at first

instance. If you are not comfortable reporting to your manager or the People & Culture Team, you can make a report under the Group Whistleblower Policy. Articore Group will take all reasonable steps to ensure that anyone who comes forward to report such behaviour is protected.

Reporting a breach of the Code of Conduct

Articore Group has two dedicated roles responsible for the administration of this Code: the Group General Counsel and Company Secretary. You are encouraged to report any suspected breach of this Code to your Manager or a member of the Executive team, but you can also report a suspected breach to the Group General Counsel or Company Secretary.

All suspected breaches of this Code will be thoroughly investigated. If a breach is found to have occurred, disciplinary action and potentially dismissal will result. If the breach is a criminal matter, the police or appropriate authorities will be notified.

This is a lot of information and we are always here to help. On the Articore Group Confluence site you will find all the resources you need to help you, such as policies, forms and process details.

Review and publication of this Code

This Code is available at www.articore.com and the key features are published in the Articore Annual Report.

This Code may be amended by resolution of the Board. The Audit and Risk Committee will review this Code at least annually and, if considered appropriate, will make recommendations to the Board in relation to amendments.