

HOYA Business Conduct Guidelines

Note: We customize this HOYA Business Conduct Guidelines according to the law and culture of each country.



Corporate Mission

Dedicated to innovation in information technology, lifestyles and culture,
Hoya envisions a world where all can enjoy the good life,
living in harmony with nature.

Management Principles

To realize the Hoya Vision, we have established a set of management principles that guide our every decision and action. We translate these principles into action that contributes to economic prosperity, social progress, and cultural advancement, and strive to earn the trust of all those who have a stake in our success.

Commitment to society

Hoya always strives to be a responsible corporate citizen. We work hard to ensure that our corporate activities are carried out with respect for the environment. We are absolutely committed to legal compliance and ethical practices.

Commitment to customers

Hoya's goal is to provide safe, high-quality products and services that offer true value. We make every effort to increase customer satisfaction by continuously improving the quality of our operations.

Commitment to shareholders

Hoya strives to increase corporate value by improving business results and maintaining growth. Our goal is to pay fair dividends and give shareholders a return on investment that meets their expectations. We willingly and impartially disclose corporate information.

Commitment to employees

Hoya respects the personality and individuality of each employee. We offer employees opportunities to maximize their initiative and creativity in a safe and fulfilling work environment. We do our best to ensure a good living for our employees.

Dedication to innovative management

Hoya constantly strives to create new value through innovation and creative technology. We make the most of the advances of the information age with our worldwide management network. We take a global perspective while respecting local culture and customs.

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Objective, Scope, and Implementation of the HOYA Business Conduct Guidelines

In accordance with the Hoya Group's fundamental policy and values (as stated in its Corporate Mission and Basic Management Principles), the HOYA Business Conduct Guidelines set out the basic guidelines that we all work towards and are to abide by in the performance of our duties at the HOYA Group.

All of us should read carefully, understand and comply with the HOYA Business Conduct Guidelines. Any employee who violates the Guidelines or incites another to do so, or who turns a blind eye to a legal violation, may be subjected to disciplinary action according to the nature and severity of the infraction. For officers or directors, penalties may be more severe.

Temporary staff and on-site contract workers, who work for the HOYA Group, while not directly employed by it, are valued partners of the HOYA Group and also asked to conduct themselves in accordance with the HOYA Business Conduct Guidelines.

If questions about violations of the HOYA Business Conduct Guidelines arise in the course of your work, you should immediately consult your supervisor or the specialist in charge of the area involved (finance, personnel, legal, environment, export control, pharmaceutical matters etc.), then take appropriate action. The same applies if you determine that an action by someone other than yourself violates a law or statute. If you feel that it would be difficult to resolve the issue within your workplace, contact the HOYA HelpLine (which is independent from regular channels) for advice rather than letting the matter pass. The HOYA HelpLine is a problem-solving system designed first and foremost to protect the person seeking advice. It is strictly forbidden to treat someone adversely for consulting or providing information to the HOYA Help Line.

General Guidelines

1. Compliance with laws and statutes and company regulations and policies

As an integral part of society, the HOYA Group will abide by all laws and statutes and conduct business in accordance with social norms. Laws and statutes are rules of society to be observed as a matter of course; those who violate them, whether companies or individuals, not only face the prospect of criminal and administrative penalties and liability for damages, but will also suffer severe social sanctions. In doing business, we have a responsibility to verify, understand and observe the provisions of all relevant laws and statutes whether national or local, including regulations closely related to some of our business, such as the Pharmaceutical and Medical Device Act and other industry-specific legislation. We must also conduct ourselves in accordance with company regulations and policies without breaking social norms. Furthermore, we will not respond to unfair demands from antisocial forces such as gangsters, or any other organized criminal organization, and we must absolutely not have any relationship with antisocial forces. In addition, we will take countermeasures against antisocial forces as an organization and in cooperation with external specialized agencies.

2. Appropriate business decisions

The HOYA Group will conduct all operations fairly and promptly. To this end, business decisions made by any one of us, regardless of job position, should constitute the best choice for the HOYA Group as determined in light of adequate information and proper risk assessment. Decisions must of course be both lawful and sensible, but there is also a need to check that there are no conflicts of interest or misappropriation of company property, that the decision falls within your authority, and that proper company procedures are followed. Every business decision that we make must be fully accountable.

3. Proper disclosure of information and smooth communication

The HOYA Group is committed to improving management transparency by actively disclosing corporate information such as management policy and financial data. Our aim is to build trust by fostering a greater understanding of our business activities among customers, business partners, investors and others outside the Group.

Additionally, in-house management policies and the like will be distributed swiftly and accurately in an effort to boost efficiency through the pooling of information. In day-to-day operations, all basic Group policies will be expressed by the prompt transmission of vital information and smooth communication. It is important to continue our efforts to eliminate information bottlenecks in the workplace and throughout the Group using timely reporting, liaison and consultation with supervisors or other concerned parties.

Point 1. Give up profit if it means violating the Business Conduct Guidelines to make the profit.

Point 2. Do not violate the Business Conduct Guidelines even at the request of a supervisor.

Point 3. The fact that other employees or companies do something is no excuse for your doing so in violation of the Business Conduct Guidelines.

Specific Guidelines

I. Policies and Duties as a Good Corporate Citizen

Although a company cannot survive without generating a profit, it is also a social entity that loses its existence if it fails to fulfill its social responsibilities and proves incapable of contributing to society. We will abide by the rules in conducting our operations so as to enable the HOYA Group to fulfill its social responsibilities.

(1) Duty to Supply Useful, Safe Products and Services

The HOYA Group is committed to supplying customers and society in general with high-value products and services; such value includes customer confidence as far as safety is concerned. It is important for all of us to take pride in our products and recognize our obligation to ensure safety to customers and to society.

Our commitment:

1. At the product planning and design stages, we will take account of the safety of the end user. We will modify or eliminate any features that may result in accidents.
2. If, at the manufacture and inspection stages, we realize that the product deviates from prescribed specifications or standards, we will report it to a supervisor rather than simply concluding that slight deviations are tolerable.
3. We will always store products in the conditions and environment prescribed. Products will not be stored even briefly in conditions or environments other than those prescribed.
4. We will include appropriate alerts or warnings in the user's manual to ensure safety of use.
5. We will not make exaggerated claims or offer groundless guarantees that may create misunderstandings about product safety, either in writing or by word of mouth.
6. When there is a complaint about a product, we will not dismiss it and will promptly pass it on to the individual responsible as a valuable piece of information. We will deal with the complaint quickly, appropriately and in good faith.

(2) Duty to Protect the Environment

Protecting the environment is a global concern and an issue intimately related to our daily lives as inhabitants of the Earth. For a company with a manufacturing arm, taking action to protect the environment is an essential hallmark of good corporate citizenship. In order to pass our planet onto the next generation in better condition, the HOYA Group will make every effort to preserve the environment, promote the conservation of resources and harmonize our activities with the global environment.

Our commitment:

1. We will abide by all rules relating to the environment, whether laws and statutes or company regulations. If we find that any law, company regulation or similar has been or stands at risk of being violated, we will promptly report it to our supervisor rather than letting the matter pass.
2. To protect the environment, we will be sure to inspect all facilities and monitor them for amounts of drainage, exhaust, noise and so forth. We will record and report the findings honestly and accurately.

3. When disposing of waste, we will be sure to follow the prescribed procedures and verify the prescribed matters. This includes selecting and contracting an appropriate waste collection and disposal firm, checking the expiration date of the selected firm's license and verifying where the waste will be disposed of. We will not dump waste illegally.
4. We will comply with the environment basic policy of the HOYA Group to reduce the environmental burden of our business activities including in the procurement of raw materials, product manufacturing, and waste disposal in order to provide eco-friendly products and services.

(3) Duty to Help Maintain International Peace and Security

To prevent arms and weapons of mass destruction from getting into the hands of terrorist groups and countries that present security concerns, the international community regulates exports under various treaties and agreements. (Japan regulates such exports under the Foreign Exchange and Foreign Trade Law.) Certain products and technologies that are useful to society can, depending on how they are used, be utilized in developing and manufacturing weapons. Hence their export is regulated because of fears that they could be diverted to illegitimate users. The HOYA Group will strictly regulate exports in line with its own export control guidelines. In case of violations, not only the company but also the responsible individuals will be liable to criminal and administrative penalties; in addition, other countries might impose harsh sanctions such as an import ban.

Our commitment:

1. When an order comes in for an item subject to export controls, before filling the order we will gather information to determine the end user and end use as much as possible.
2. Whenever exporting an item subject to export controls, we will always apply for an export license, except in the cases exempted by law, and we will properly discharge all conditions imposed when the license is issued.
3. No matter how great or little the profit to be made, we will under no circumstances conduct any transaction, by other than lawful means, knowing that there is a possibility that the item will be used for arms or weapons of mass destruction.
4. We will not do business with any country generally acknowledged to pose security concerns, except with the license from the government.

II. Rules on Dealing with Customers and Business Partners

The HOYA Group will establish and maintain good, mutually advantageous relations with customers and business partners.

(1) Business Activities

In addition to winning the respect of customers for its quality and technology, the HOYA Group is committed to also gaining their trust by being sincere and fair in the way it does business.

Our commitment:

1. We will not make false or misleading claims about product quality or terms of business.
2. We will carry out promises to customers in good faith.

3. We will neither accept nor give personal rebates.*
 - * Receiving money or other consideration personally from a counter party in return for improper special treatment to them, or giving money or other consideration to a person overseeing a particular transaction in order to improperly obtain special treatment for one's company.
4. We will not force a particular resale price or resale price spread on customers (this in compliance with the ban on resale price maintenance).
5. We will not obtain sales through unfair marketing practices, such as sending products based on unsolicited orders.

(2) Fair Procurement Practices

The HOYA Group will build good business relationships by choosing reliable suppliers to do business with and dealing with them sincerely and fairly. Selection and treatment of suppliers must be seen to be fair objectively.

Our commitment:

1. We will fairly and equitably compare and evaluate quality, delivery, price and other key terms of business, then choose the supplier determined to be best for the company.
2. We will not accept personal rebates.
3. We will not compel suppliers to sell for unreasonably low prices by abusing our advantageous position, or impose unfair conditions such as the requirement to buy HOYA products.
4. Even if HOYA holds the upper hand, we will not assume a domineering attitude or resort to coercion using menacing language.
5. We will do business in accordance with the law, checking whether the party we are dealing with is a subcontractor as defined in the Subcontracting Law.

(3) Fair Competition

The HOYA Group will abide by the rules of market transactions and engage in fair market competition. When doing business, it will continuously check to ensure conformity with the Antimonopoly Law.

Our commitment:

1. We will not consult or cooperate with our competitors on prices and/or production volumes.
2. We will not attend meetings of trade associations or other bodies convened for the purpose of fixing prices and production volumes.
3. We will not damage a competitor's good name and commercial reputation by slandering or maligning it or its products and services.
4. We will not obtain information from competitors or other companies by illegitimate means.

(4) Exchanging Gifts and Entertainment

HOYA Group staff may exchange gifts with our customers and business partners and entertain them within socially acceptable limits, but only when necessary. We will not engage in conduct that could expose us to suspicions of colluding with customers or business partners.

Our commitment:

1. Whether at home or abroad, we will not offer bribes to public officers or quasi-public officers (such as personnel at national or other publicly run hospitals and universities, which are independent administrative agencies).
2. When paying an honorarium to a public officer for presenting a talk or writing an article for the Hoya Group, we will check the rules of the organization to which he or she belongs and abide by them.
3. When exchanging gifts with contacts and entertaining our customers and business partners, we will comply with law, the rules of the organization to which the other party belongs, or our own rules, within reasonable bounds of cost and with approval from a supervisor.
4. When receiving gifts from or being entertained by our vendors and suppliers, we will observe our own rules and guidelines.
5. We and members of our families will accept no money, gifts (including services and favors) or entertainment whatsoever if doing so would affect, or might be seen to affect, business relations; nor will we request such money, gifts, or entertainment.

III. Rules Governing Information

In today's information society, information has come to assume a vital role in all aspects of business. Most of the information we handle on a daily basis is extremely important to the HOYA Group's conduct of business. Being able to properly handle a wide range of information in the course of our day-to-day work is one of the keys to ensuring that we continue growing as a company and enjoying the trust of society.

(1) Handling of Information

In the conduct of business, it is extremely important that information be promptly and accurately conveyed to the right people. Making effective use of the information we handle from day to day is vital to the HOYA Group's operation.

Our commitment:

1. We will keep accurate records of the information we obtain in the course of work, properly manage it, and convey it in a timely fashion to the relevant people.
2. We will immediately report bad information (such as our own mistakes) to our supervisor and await further instructions. We will not hamper prompt implementation of appropriate measures by covering up or ignoring such information.
3. We will not rewrite, destroy, or erase information (including that in digital format) that belongs to the company.
4. We will always be sure to check with our supervisor or the department concerned before releasing undisclosed information in response to an outside enquiry about the company.
5. We will not supply or release false information about the company to the outside parties.
6. When it is necessary to take information outside of the company, we will exercise due care to prevent its loss or theft.
7. When we use a Social Networking Service (SNS) for personal purposes, we will not confuse our official business with our private matters. We will not post the company's confidential information or the information about our customers, business partners, colleagues, supervisors, or others onto SNS.

8. We will use information technology equipment that has been approved by the company for conducting our business. Furthermore, we will check the rules stipulated by the IT department, and ask for the instruction of the IT department in advance, to avoid breaching information security.

(2) Handling of Technical Information

Technical information is of great importance to the HOYA Group in staying competitive. Such information must be properly handled as prescribed by the law or the company regulations.

Our commitment:

1. By acquiring patents and the like, we will protect as company property all technical information obtained on the job, including R&D inventions, manufacturing techniques and improvements of technologies.
2. We will exercise the greatest care to prevent the leakage of technical information for which a patent application has not yet been filed. We will not, without a legitimate reason, make public such information, whether at academic conferences or in a technical papers and will be sure to obtain a supervisor's prior approval.
3. We will keep confidential, and protect as know-how, any technical information proprietary to the company, that is not protected by patent.
4. If, during employment with the Hoya Group, any one of us wishes to apply for a patent on his or her own behalf, the person should consult the intellectual property section of the company in advance for instructions.

(3) Duty of Confidentiality

Some of the information we handle casually on a daily basis at work is of a nature that, if leaked, would cause immense damage to the HOYA Group and its stakeholders, including shareholders and customers. It is important to handle different types of information in the manner appropriate to each.

Our commitment:

1. We will strictly control the handling of the following critical information until such time as the company publicly releases it, and will not use it for purposes unrelated to our work:
 - Technical information
 - New product information
 - Business and marketing plans, forecasts, strategies and policies
 - Financial data
 - Personnel information on company officers, reorganization etc.
 - Other information related to the above categories
2. We will not take such critical information outside the company, duplicate, release or distribute it unless there is a legitimate reason, and will obtain the permission of a supervisor before doing so.
3. We will not discuss critical information or related subjects with family or friends, nor will we refer to such when conversing with colleagues in public spaces such as elevators, trains or restaurants.
4. Upon termination of employment with the company, we will return all documentation and media containing critical information.

5. Even after termination, we will not, without the company's permission, disclose or use critical information or any other information considered confidential that has been obtained in the course of our job duties.

(4) Personal Information

Certain information on customers and employees that we obtain in the course of work constitutes "personal information" as defined in the Personal Information Protection Law. Improper handling of personal information resulting in, for example, leakage of data inconveniences customers as well as undermining trust in the HOYA Group as a whole. We will take particular care in handling such information.

Our commitment:

1. In accordance with law and company regulations, we will strictly control personal information on customers and employees that has been collected in the course of our work, including names, addresses, ages and professions, in order to prevent the leakage of such data.
2. We will examine the company regulations or check with the relevant department if unable to determine whether something constitutes personal information, as well as for procedures on handling personal information.
3. We will not give to any third party the home address, private phone number or e-mail address of a subordinate, colleague or supervisor without that individual's permission, even if the person asking is from the same company.
4. We will comply with relevant laws, guidelines, and company regulations, etc. for specific personal information such as personal identity number, and handle it properly.

IV. Rules Governing Work Environment

We spend much of each day at work. The HOYA Group is committed to fostering a safe and sound environment that is pleasant to work in. Our conduct and manners as individuals constitute a large part of creating a good work environment, along with the facilities, systems and working conditions provided by the company. Courtesy and sincerity are the basics in establishing a pleasant working relationship with colleagues; through mutual respect and cooperation, we can build a friendly work environment together.

(1) Respect for Human Rights

Here at the HOYA Group we respect one another as individuals and recognize one another's dignity and worth.

Our commitment:

1. We will not discriminate against or harass (do harassment to) others on the basis of race, nationality, sex, religion, creed, birth, age, physical or mental disability, and sexual orientation.
2. We will under no circumstances commit violence against, forcibly confine, or threaten another person.
3. We will not commit sexual harassment or acts that may be seen by others as sexual harassment, nor will we create an environment where such conduct is allowed. We will not

let such conduct go unchecked.

4. We will not bully or harass anyone. This goes beyond the bounds of legitimate job direction and supervision. We will not create an environment where such conduct is allowed.
5. We do not accept child labor, forced labor, or human trafficking of any kind. Also, we will respect individual human rights and will not permit conducting business with supply chains which engage in any form of child labor, forced labor, or human trafficking.
6. We respect the family rights of our employees and will not disadvantageously treat any person such as dismissal, demotion, reduction of salary, disadvantageous transfer for the reasons of pregnancy, childbirth, childcare leave, or nursing care leave.
7. We will not permit and do not tolerate employees, whether supervisors or colleagues, to harm the working environment by harassing or making negative behaviors or remarks to other employees concerning pregnancy, childbirth, childcare leave, or nursing care leave.

(2) Maintenance of Workplace Discipline and Etiquette

The HOYA Group will create an open, positive work environment and foster good human relations in the belief that the key to smoothly conducting business is a friendly, harmonious atmosphere.

Our commitment:

1. We will not, without legitimate reason, use recording or video equipment on company premises or engage in conduct that disrupts workplace discipline such as drinking alcohol. Even where there is a legitimate reason, we will obtain the permission of a supervisor before recording, videotaping, drinking alcohol or engaging in similar activities.
2. We will not bring firearms, knives or other dangerous items onto company premises, nor will we possess, use, or distribute illegal drugs or controlled substances on company premises at any time.
3. We will not engage in conduct that undermines workplace morals, such as gambling, lending money, proselytizing or pestering people to buy merchandise during work hours.
4. We will only smoke in designated areas and at designated times.
5. We will observe good manners such as greeting others cheerfully.
6. At meetings, we will engage in free, open discussion while carefully listening to what others have to say.
7. We will try to reach mutual understanding with others by choosing the right means of communication for the circumstances (e-mail, phone, face-to-face meetings etc.).

(3) Labor Legislation and Workplace Safety

The HOYA Group will abide by relevant labor laws and statutes serving as a benchmark for ensuring workplace safety, and will continually work to eliminate workplace accidents and disasters. Through constant vigilance, participation in drills and implementation of safety measures, each and every one of us must prevent injury to ourselves and to our co-workers. The company will also provide education regarding health problems caused by overwork and stress, and take necessary measures for prevention.

Our commitment:

1. We will accurately record our hours of work. We will not work unpaid overtime nor let others do so.

2. We will comply by the rules prescribed in the HOYA Group's guidelines for alleviating overwork.
3. We will respect one another's rights in regards to labor legislation (i.e., childcare leave, family care leave, paid vacation).
4. We will always keep the workplace clean and tidy in order to prevent unexpected accidents
5. We will not operate machinery and equipment for which we are not responsible without authorization.
6. We will strictly abide by the occupational safety and health rules, including wearing protective gear, keeping out of danger zones, and checking safety devices.
7. We will not take hazardous or dangerous substances or other chemicals out of permitted areas without legitimate reason. If we need to take such substances out of permitted areas, we will follow the prescribed procedures.

V. Rules Governing Company Property and Funds

The company property we use in our work is funded by shareholders; it does not belong to individuals within the company. Such property must, therefore, be properly used and managed according to its intended purpose. Using company property and funds daily in the course of our work, it can become all too easy to treat them as our own. Using monies collected on behalf of the company to pay off personal expenses, for example, constitutes embezzlement of corporate funds. Intention to pay the amount back in full later does not justify such conduct. Claiming expenses using fictitious or falsified receipts constitutes fraud or breach of trust, and taking home company supplies for personal use is theft.

Our commitment:

1. We will not use company computers, communications devices, manufacturing equipment or supplies other than for company-related business and other purposes as are approved by a supervisor.
2. We will not use company funds and property for improper purposes, such as giving bribes or lining the pockets of particular shareholders.
3. We will not misappropriate company funds or property for personal use.
4. We will keep accurate records of equipment and inventory and properly file and manage them. We will not remove raw materials, inventory, sales promotion tools or supplies or dispose of them without authorization.
5. Upon termination of employment, we will return all company property issued to us.
6. We will be truthful and accurate in reporting any matters that need to be notified to the company and in claiming expenses.

VI. Respect for Other Companies' Rights and Information

The HOYA Group is committed to conducting business fairly. As part of this commitment, we will respect other companies' rights and information in the same way as our own. The business world is full of hidden rights and information; appropriating another firm's rights, even

unknowingly, can lead to claims for damages and end up harming our company.

Our commitment:

1. We will not, without permission, copy or use software developed by other companies or individuals. Similarly, we will not use visual or text data from media such as the Internet without the relevant party's permission.
2. We will properly manage and handle the confidential information of other companies that we use under agreement in accordance with the terms of that agreement.
3. If someone offers to sell us another company's information, we will verify whether the seller has the right to release such information. We will not accept information of questionable provenance.
4. We will not disclose or ask another employee to disclose confidential information on previous employers to which the person has an obligation of confidentiality.

VII. Rules Governing Individual Conduct

(1) Insider Trading

The securities market is maintained on a basis of fairness. The term *insider trading* refers to a type of unfair transaction in which related parties takes advantage of inside information unavailable to other general investors to make a profit or avoid losses on the purchase or sale of stocks. In Japan such unfair conduct is prohibited under the Financial Instruments and Exchange Act on the grounds that it undermines confidence in the securities market. HOYA Corporation, the ultimate parent company of the HOYA Group, is a publicly traded corporation listed on the Tokyo Stock Exchange. Company insiders have much greater access to company information than do members of the general public, but taking advantage of that inside information to trade stock is a punishable offence, as it undermines the very foundations of the stock market.

Our commitment:

1. If we are in possession of important information that could affect the price of HOYA stock, we will refrain from trading HOYA stock until that information is released to the public.
2. If a business alliance or similar move by the company is going to affect another company's stock price, we will refrain from trading that company's stock until information on the move is released to the public.
3. If we are in possession of important inside information about a business partner or corporate ally, we will refrain from trading that company's stock until that information is released to the public.
4. If, in the course of our job, we have come into possession of any of the types of inside information listed in 1-3 above, for one year after termination of employment, we will refrain from trading that company's stock unless that information is released to the public.

(2) Conflict of Interest

Individuals are free to conduct themselves as they wish within the bounds of the law, but on occasion individual conduct may contradict with legitimate company interest. For us who work for the HOYA Group, the wisest thing is to refrain from any acts that contradict the Group's legitimate interests. Ultimately we have an obligation to perform our duties in good faith according to the goals and policies of each HOYA Group company, but the ability to fulfill that obligation can be seriously jeopardized if the interests of company and individual are in conflict.

Our commitment:

1. We will not lend or borrow money to or from suppliers or customers. We will not ask them to act as guarantor for loans, nor will we act as guarantor for their loans.
2. If we are asked personally to give a talk or write an article on a subject relating to our company or work, we will report the matter to our supervisor and accept the offer upon approval from the supervisor. We will likewise consult the supervisor on how to handle any remuneration we may receive.
3. We will obtain the company's prior approval before starting our own business or assuming any position in another company, such as chief executive officer, employee, agent, consultant or advisor.
4. We will not sell or broker goods or services that compete with those of the company. Even if commercial profit is not the goal, we will not engage in any such activity that could affect the company's business.
5. In principle, we will consult our supervisor in advance if we intend to invest in or otherwise establish financial ties with any customer, competitor, supplier, dealership or corporate ally except for the purchase of publicly traded securities.