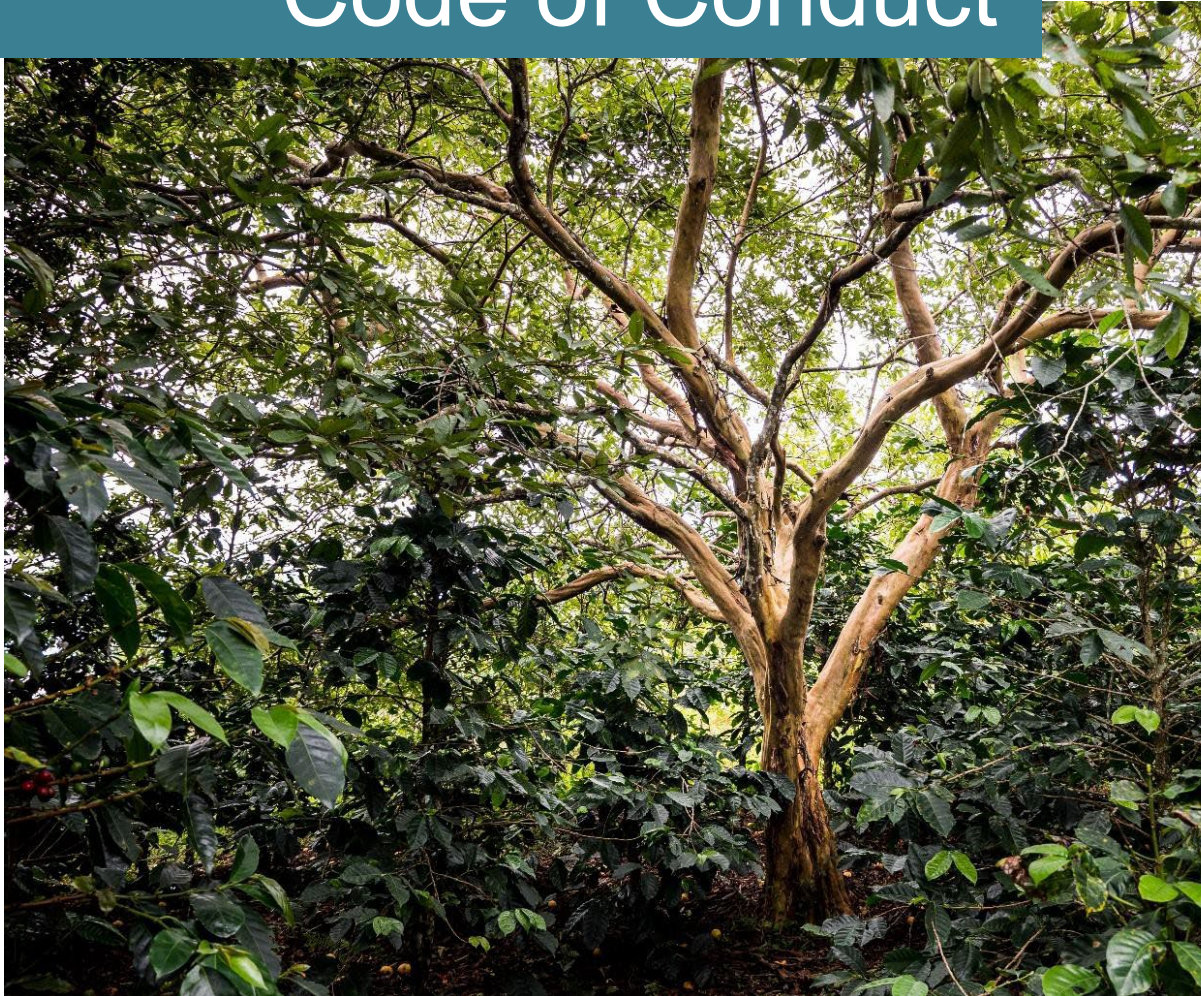




Code of Conduct



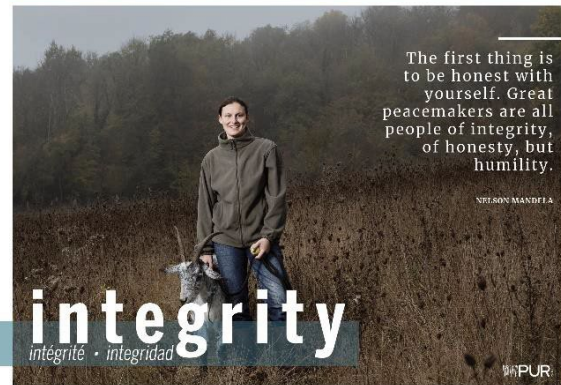
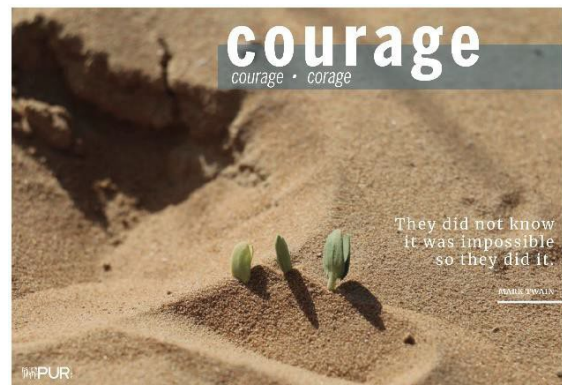
Updated February 2026

1. Who does this code apply to?

The Code of Conduct applies to all PUR employees, whether in the offices or in the field, in France and in all countries in which the group operates.

1.1. Ethical Principles and Core Values

Our core values at PUR are the cornerstone of the Code of Conduct:



1.2. Protection of PUR's and our partners' reputations

Acting as a responsible stakeholder, and following this Code of Conduct, is fundamental to how we do business. This includes always operating with honesty, transparency, and in alignment with PUR's values. When we act responsibly in all our activities, we are more likely to be successful in our business, furthering our goal to create positive social and environmental change.

PUR has been trusted by its partners and other stakeholders. The work we undertake reflects not only on our organisation, but also on those who collaborate with us. All employees, regardless of their role in the company, must always endeavour to act in a way that: 1) is consistent with this Code of Conduct, and 2) protects PUR's and our clients' reputations.

As a result, PUR employees are expected to identify and evaluate any potential reputational risks to PUR or its clients during day-to-day activities.

The trust and goodwill PUR has built over many years must be protected. Damage to this reputation would result in significant loss of business, our ability to credibly work with communities to implement successful projects, and ultimately our ability to create positive social and environmental change in the world.

1.3. Compliance with laws and customs

Given our strong international presence, it is essential that all PUR employee and project partner conduct their activities in accordance with the local regulations, and in alignment with the social and cultural practices of the communities in which the operations occur.

Violations break the trust that PUR has worked hard to build with its communities and partners. Any violation of local laws or this Code of Conduct may result in individual disciplinary action, up to and including termination of employment, and perhaps legal liability.

We bring PUR's values to every project and activity that we operate. Being faithful to our values, even where the culture is different, involves properly respecting each culture we work within.

1.4. Reporting / speaking up

Each PUR subsidiary must enforce this Code of Conduct in order to ensure its full application and compliance, based on the details of the specific business operation and geographical location.

If an employee considers that one of the local laws or principles set out in this Code of Conduct has been breached—or if they note any anomaly, irregularity, or practice considered to be contrary to the principles as stated—the natural and legitimate way of notifying PUR is to inform their line manager or operations manager, who is responsible for helping staff resolve any difficulties.

However, if the employee considers that sharing information with management could cause further difficulties (or would not lead to the appropriate follow-up), the individual may reach out to any member of the PUR HR department, send an email to feedback@pur.co or whistleblowing@pur.co, or log a request on the PUR website under "CONTACT US".

PUR is committed to taking appropriate action, including an investigation to be carried out, in accordance with local legislation and the principles of confidentiality, good faith, and the presumption of innocence. An investigation that discovers a breach in this Code of Conduct will lead to appropriate actions, which may result in individual disciplinary action, up to and including termination of employment or contracts, and perhaps legal liability.

2. Commitments Made to Individuals

PUR considers the dedication of its employees to be a crucial factor in ensuring the performance of the business. PUR works hard to create a working environment that motivates its employees to achieve their best efforts on a day-to-day basis.

2.1. Respect for the individual and for their privacy

PUR has made a strong commitment to show respect for each employee, their private life, and their personal data, while establishing appropriate working conditions in an environment in which their health and safety are a priority. This ensures that employees are able to fully and completely participate in the success of the business.

Employees, partners, suppliers, communities, and farmers must always be treated with the highest level of respect and professionalism. PUR promotes a culture of inclusion, open-mindedness, and shared values.

Therefore, PUR:

- Complies with all applicable legal and regulatory provisions, as well as all international treaties on the subjects of human rights and employment rights;
- Prohibits any behaviour that could cause harm to respect for the individual;
- Promotes equal opportunities for each employee and applicant;
- Develops a healthy working environment that encourages personal fulfilment;
- Treats personal data with the highest level of confidentiality.

Each employee must take care to ensure that their words and deeds are not likely to:

- Violate the rights or harm the dignity of any colleagues;
- Cause damage to their physical or mental health;
- Compromise their professional prospects.

Team managers must act in a manner that is beyond reproach, ensuring that team members work in a healthy environment that encourages the personal and professional fulfilment of all.

2.2. Harassment and violence at work

Disrespectful behaviour or harassment of any kind is not tolerated at PUR. We treat all employees, clients, business partners, and other stakeholders with dignity and respect at all times.

Any type of harassment—including physical, sexual, verbal, or other—can result in disciplinary action up to and including termination. An action thought to be harassed by the receiving party should be reported.

Violence at work

Violence at work can be carried out by one or more employees or by third parties, with the aim or effect of undermining the dignity of an employee—affecting their health and safety and/or creating a hostile working environment.

Harassment can include actions, language, written words, or objects that create an intimidating or hostile work environment.

No employee shall be subjected to repeated acts of harassment, which have as their object or effect a deterioration of their working conditions; likely to infringe upon their rights and dignity, impair their physical or mental health, or compromise their professional future.

Likewise, no employee shall be subjected to assault or violence in work-related circumstances, whether it is “internal” or “external” violence:

- “Internal workplace violence” is that which manifests itself between employees, including supervisory staff.
- “External workplace violence” is that which occurs between employees or supervisory staff and any person outside the company present in the workplace.

Anyone who has carried out such acts is liable to a disciplinary sanction.

Sexual harassment

No employee shall be subjected to any of the following:

- a) Sexual harassment, consisting of comments or behavior with a sexual connotation, repeated or not—which either undermines their dignity because of its degrading or humiliating nature, or creates an intimidating, hostile, or offensive situation.
- b) Sexual harassment, consisting of any form of serious pressure, repeated or not exerted with the real or apparent aim of obtaining an act of a sexual nature, whether this is sought for the benefit of the perpetrator or for the benefit of a third party.
- c) No employee (*nor person in training or internship; nor candidate for recruitment, internship or training*) may be sanctioned, dismissed, or be the subject of direct and/or indirect discriminatory measures—in matters of remuneration, training, reclassification, assignment, qualification, classification, professional promotion, transfer, or renewal of contract—for having suffered or refused to suffer acts of sexual harassment as defined in this Code of Conduct.
- d) No employee (*nor person in training or internship*) can be sanctioned, dismissed, or be the subject of a discriminatory measure for having testified to instances of sexual harassment defined in this Code of Conduct, or for having witnessed such acts and/or reported them.

Any employee who has carried out acts of sexual harassment is liable to a disciplinary sanction.

Psychological harassment

No employee shall be subjected to repeated acts of psychological harassment, which have as their object or effect a deterioration of working conditions; likely to infringe upon their rights and dignity, impair their physical or mental health, or compromise their professional future.

No employee (nor person in training or internship) can be sanctioned, dismissed, or be the subject of direct and/or indirect discriminatory measures—in terms of remuneration, training, reclassification, assignment, qualification, classification, professional promotion, transfer, or renewal of contract—for having undergone (or refused to undergo) the acts defined in the preceding paragraph, or for having witnessed such acts and/or reported them.

Any employee who has carried out the actions defined above is liable to a disciplinary sanction.

2.3. Equal Opportunity

At PUR, we value diversity and different cultures, including the unique perspectives this brings to our business.

As a result, decisions at PUR related to hiring, recruitment, compensation, promotions, performance bonuses, work assignments, or other HR-related issues are made solely on the basis of an individual's

demonstrated contributions. These decisions are never made based on race, colour, religion, gender, age, national origin, sexual orientation, marital status, disability, or any other physical or personal characteristic.

Not only do many countries have specific laws against discrimination, PUR also expects all of its employees, suppliers, and project partners to adhere to this standard—whether they are located in a country with specific laws or not.

2.4. Protection of personal data

Personal or private data sometimes must be collected on our employees, clients, partners, suppliers, or farmers. This data is subject to the highest level of confidentiality within PUR, in accordance with formal regulations including the European General Data Protection Regulation (EU) 2016/679 (GDPR). This includes any information related to name, address, telephone number, banking information, or any other personal information that is shared in confidence.

Therefore, PUR complies with all applicable legal and regulatory requirements, including GDPR, which regulate:

- When and how much personal data may be collected;
- How it may be used and when it needs to be deleted;
- When and what type of consents should be obtained;
- When it may be disclosed or shared with third parties;
- Rights of individuals regarding their personal data.

PUR gathers only that personal data which is strictly necessary for the achievement of an explicit, legitimate, and clearly defined objective. It commits to transparency in relation to the use of the personal data gathered by the company.

Each employee who has occasion to gather, process, or have access to personal data (solely in the context of the performance of duties) must ensure that such gathering, processing, and retention is carried out in accordance with the applicable legal and regulatory provisions—and must take all measures necessary to protect the confidential nature of this data.

The disclosure of personal data to any third party not authorized to gather, process, or retain data is strictly prohibited and could result in disciplinary sanctions.

2.5. Protection of health and safety

The protection of health and safety is critical to our values and the success of our projects and business.

Therefore, PUR:

- Complies with all applicable legal and regulatory provisions, recognizing these as essential for sustainable long-term progress;
- Takes into account the human factor and plans for professional risks, including risks of occupational stress in the context of changes and projects;
- Enacts measures for continuous improvements to safety and workplace conditions, in alignment with all stakeholders involved in risk reduction;
- Implements processes for the detection, reduction, and control of individual safety risks generated by its activities, especially in the context of professional travels;

- Carries out analysis on the causes of accidents, including gathering relevant feedback;
- Circulates best practices in project safety among local beneficiaries and stakeholders;
- Involves, trains, and raises the awareness of its employees in such a way that each individual makes an active contribution to the reduction of professional risks.

Each employee has responsibility for ensuring that the company's activities within their personal mandate are enacted in accordance with the rules and procedures in place within the company, for the protection of health, safety, and the environment. Notably, no exceptions will be tolerated in relation to the use of mandatory personal protection equipment.

PUR employees must immediately notify their manager or the HR Department, or their employee representative as the case may be, of any situation identified as generating a risk to health and/or safety of PUR's employees, our partners, or the communities we work with.

3. Commitments made to stakeholders

Beyond individuals, PUR works with (and maintains relations with) a wide range of stakeholders, both private and public, including: clients, cooperatives, suppliers, service providers, banks, public authorities, and the media.

3.1. Prevention of conflicts of interest

Conflicts of interest may arise under varying circumstances and impair an employee's judgment. A conflict of interest arises when an employee's personal interests, relationships, commitments, or financial activities compete or appear to compete with the interests of PUR, impair their independence, or influence their professional judgment.

The relationships that PUR builds are based on trust. Personal conflicts of interest erode that trust and can cause serious damage to its employees' ability to be successful in their role, and to work in accordance with this Code of Conduct. This might endanger PUR's or our partners' reputations, as well as our other business relationships.

For the success of PUR's long-term development, its interests must take precedence over any personal interests or opportunities that an individual may encounter.

Therefore, PUR:

- Provides support for situations likely to cause harm to the group's reputation; and
- Monitors projects to ensure that the relations maintained by PUR employees do not interfere with decision-making by PUR.

In the spirit of loyalty and transparency, when faced with a risk of a conflict of interests, the employee must immediately: inform their manager of this risk; refrain from starting or maintaining any relationship with the third party, pending a decision by a manager; and then comply strictly with this decision. In no way can an employee (or their family or friends) benefit from selecting a specific supplier for a project.

3.2. Protection of partners' information and intellectual property rights

The long-term use of commercial, scientific, technical, and financial information is only possible if care is taken to ensure the protection of such information, as well as our partners' rights to their creations. Therefore, PUR:

- Complies with all applicable legal and regulatory provisions;
- Uses confidential information for its intended purpose only;
- Identifies any information originating from partners that requires particular protection, ensuring that such information is kept strictly confidential;
- Complies with the rules governing the circulation, reproduction, use, retention, and destruction of all documents or data originating from partners.

Each employee must take all measures necessary to protect the confidentiality of any information owned by partners, which has been accessed by the employee in the context of PUR's professional activities, and must also comply with the rules of intellectual and industrial property. These obligations remain in force even after an employee has left the company.

3.3. Ethics in relationships with partners

Building sustainable relationships with suppliers and subcontractors based on PUR's values guarantees its successful development over the long term.

Therefore, PUR:

- Complies with all applicable legal and regulatory provisions;
- Selects only those partners who make a commitment to comply with the ethical principles as defined in the PUR Partner Code of Conduct, ensuring compliance with these principles from all of their employees and their own sub-contractors;
- Establishes and maintains all professional relationships according to this Code of Conduct;
- Makes a commitment to treat all suppliers and subcontractors fairly in the context of the selection process;
- Ensures that the activities of PUR carried out with partners in countries subject to commercial restrictions are compliant with the guidelines issued by those international bodies which regulate their activities.

Each employee must take care to select suppliers and subcontractors based on performance and in response to objective criteria.

3.4. Prevention of corruption

Bribes (or "facilitation payments") are defined as "anything of value" intended to secure an improper advantage or otherwise inappropriately influence the recipient. Employees are reminded that a bribe can take many forms, including: cash payments; offers of contracts or more favorable terms in contracts; gifts; hospitality; charitable donations in exchange for an improper advantage; or any other form that is valued by the receiver, regardless of whether it has commercial value.

PUR employees at all levels are strictly prohibited from accepting or offering bribes to any other existing or potential stakeholder, including partners, suppliers, clients, individuals, and governments.

PUR complies with all local and international anti-corruption laws, regardless of local business practice or customs.

Beyond legal compliance, PUR:

- a) Requires all employees to refuse or refrain from requesting any gift, service, favour, invitation or other benefit—on their own behalf or for anyone else's benefit—coming from individuals or

organizations with which the employee has (or has had) a business relationship, that could influence (or appear to influence) the impartiality with which they carry out duties or constitute (or appear to constitute) a reward related to an employee's activities.

- b) Requires employees to refrain from granting any benefits to customers or partners that go beyond simple courtesy and custom, and/or are incompatible with PUR's internal operating rules or those of the customer or partner. It is strictly prohibited under all circumstances to make any payment of money, to give any gifts or invitations, or to offer the right to benefit from any service or advantage to civil servants or public representatives, in order to have such persons perform (or not perform) an action covered or facilitated by their activity or official position.
- c) Prohibits all payments, gifts and invitations, the provision of services, or any other kind of benefits granted to civil servants or public representatives—including political contributions—in order to have such persons perform (or not perform) an action covered or facilitated by their activity or official position.

If an employee is offered a bribe or is unsure whether a specific offering is a bribe, they must report the situation to their manager or their HR or finance manager immediately. If an employee is concerned that their actions might be inappropriately construed as offering a bribe, they should not take any action until they have discussed the matter with their manager or with their HR or finance manager. Employees can always send an email with their questions or concerns to feedback@pur.co or whistleblowing@pur.co

3.5. Gifts, Invitations, and Hospitality

Gifts, invitations, and hospitality are common in professional relationships, but they may create risks of corruption or perceived lack of integrity. PUR therefore adopts strict rules governing their offer and acceptance.

Permitted Advantages

Employees may offer or accept modest gifts or hospitality only if all of the following conditions are met:

- They are of reasonable and proportionate value, considering the local context and the professional relationship.
- They are offered as customary courtesies, without intent to influence a decision or obtain an improper advantage.
- They are transparent, declared when required, and motivated by a legitimate professional purpose.
- They do not create any sense of obligation for the beneficiary.

Prohibited Advantages

Employees are strictly prohibited from offering or accepting:

- Any gift or hospitality intended to influence — or appearing to influence — a business decision;
- Cash or cash-equivalent gifts (gift cards, vouchers, loans, etc.);
- Hospitality of excessive value (luxury travel, accommodation, entertainment unrelated to business);
- Benefits requested or solicited by an Employee;
- Any advantage offered to public officials.

Where doubt exists, Employees must seek prior approval from management.

3.6. Safeguards to prevent child and forced labour

Child labour

PUR strictly prohibits child labour in all its operations, subsidiaries, and business relationships.

Child is any person under 15 years of age, unless the minimum age for work or mandatory schooling stipulated by local law is higher; in which case, the stipulated higher age applies.

In countries where national legislation is less protective than PUR requirement, PUR standards apply. PUR does not allow exceptions that enable underage children to work under certain circumstances, including family business.

In line with international standards and local legislation, “Light Work” may be allowed under 18 if that does not interfere with the child’s education – with limited daily and weekly working hours and light activities. “Hazardous Work” is forbidden before the age of 18.

PUR aims to ensure that its business, its subsidiaries, its employees, and its partners follow the law and care for children’s interests. To support this, PUR trains its employees, implementing partners and other stakeholders (as appropriate) to remain vigilant and to act responsibly when children and young people are involved.

If an employee believes they have witnessed child labour, they must immediately report it to their manager and follow PUR Human Rights Risk Management Procedure.

Forced labour

PUR strictly prohibits all forms of forced or compulsory labour, human trafficking, or modern slavery in all its operations, subsidiaries, and business relationships.

Employees have the right to leave the work premises after completing the workday and be free to terminate their employment, provided that they give the required notice to their organisation. The use of physical punishment, confinement, threats of violence, or any other forms of harassment or abuse as a method of discipline or control is forbidden. Original identification papers or personal property must not be retained. Any part of personnel’s salary must not be withheld for illegal reasons, and personnel must not be required to pay ‘deposits’ or ‘fees’ upon commencing employment.

PUR aims to ensure that its business, its subsidiaries, its employees, and its partners follow the law and do not use nor benefit from forced labour. To support this, PUR trains its employees, implementing partners and other stakeholders as appropriate to remain vigilant and look for signs of any forced labour.

If an employee believes that they have witnessed any form of forced labour, they must immediately report it to their manager and follow PUR Human Rights Risk Management Procedure.

3.7. Social equity

Social equity refers to the fair and equitable provision, implementation, and impact of services, programs, and policies. It means designing and implementing any project or initiative with equity in mind, to ensure that all people have fair access and the opportunity to participate in the project or initiative.

PUR believes that social equity should be fundamental to the design and implementation of our projects. For us, it means creating projects that are offered to all farmers in the target community, with a focus on those that need the most support to raise their quality of life. It also means including specific initiatives for individuals in the community that are often excluded.

All employees are required to consider social equity in their day-to-day work, to ensure our decisions are made as inclusively and equitably as possible. Employees are asked to work with our communities, farmers, and partners to help them understand the principles of social equity, and to build projects that

hold this principle at its heart.

4. Social & environmental commitments

PUR's mission is to bring nature back to agriculture by developing global projects in agricultural communities—implementing activities that restore ecosystems, empower local communities, and strengthen supply chains.

PUR, in its capacity as a responsible stakeholder, is aware that its actions on a day-to-day basis interact with society as a whole. The company therefore adopts a responsible approach to society via actions linked to the protection of the environment and positive innovation.

Aware of the importance of its role in the development and promotion of projects and services, PUR commits to having a positive impact on society and creating sustainable progress overall.

4.1. Commitment as a responsible stakeholder

Being a responsible stakeholder means considering all stakeholders—including partners, clients, employees, communities, governments, activist groups, shareholders, and the environment—in all key decisions made by the company. PUR commits to championing social impact as a main driver for its actions. Empowering local communities is at the heart of its strategic performance, which guarantees long-term sustainability of our activities and impacts.

Therefore, PUR:

- Respects the principle of legality, while acknowledging the principles of transparency and accountability with regard to its stakeholders;
- Commits to placing social and environmental challenges at the heart of its considerations when making strategic choices and decisions;
- Promotes the development of agroforestry, regenerative agriculture, and ecosystem restoration as a source of nourishment, with respect for human and animal life, health, and well-being;
- Encourages, to the extent possible, all stakeholders within its sphere of influence to commit to acting in a socially responsible manner.

As employees, this means that decisions and actions should always be implemented in the greater context of what the result will mean to our valued stakeholders. Considering their views and concerns from the outset will ensure that our actions are well-received by those who are impacted by them—and we are much more likely to be successful in our activities as a result.

4.2. Environmental protection

Protecting the environment means taking all steps possible to reduce our impact on the planet. This includes reducing waste, consuming resources as frugally as possible, and ensuring we leave the ecosystems in which we operate better off than they were before. Environmental protection and regeneration are the DNA of PUR.

Therefore, PUR:

- Complies with all applicable legal and regulatory provisions;
- Designs its business, projects, and services in order to have maximum positive impact on the

environment;

- Designs its business, projects, and services with the aim of fighting climate change;
- Puts in place actions to limit waste and the depletion of natural resources;
- Reduces its carbon footprint as much as possible and has committed to being carbon neutral by 2030 as part of B Corporation's *Net Zero 2030* pledge.

For employees, this means: choosing means of travel that reduce environmental impacts as much as possible (e.g., trains instead of planes); working with communities to reduce any environmental impacts of our projects; and acting as leaders and role models with our actions and voices, to protect the environment everywhere we go.

4.3. Accuracy in all financial and non-financial information

Various stakeholders use the financial and non-financial information that PUR provides—such as clients who communicate on our verified impacts of their projects, and project partners that verify our fiscal responsibility through our financial statements. Ensuring that this information is correct and accurate is therefore critical to the long-term trust that PUR has developed with these stakeholders.

Therefore, PUR:

- Complies with all applicable legal and regulatory provisions;
- Ensures that all of the financial and non-financial information featured in the corporate documents is accurate and truthful;
- Undertakes to cooperate closely and in a fully transparent manner with verification bodies and/or independent service providers, which are tasked with a supervisory assignment in the event of an investigation, verification, or audit of PUR's financial and non-financial information.

Employees have a duty to ensure that all internal and external data they share is as accurate as possible. Any uncertainty or variance in data must be properly communicated as soon as it is discovered.

If an employee is tasked with providing information to a stakeholder on behalf of PUR, and has any uncertainty or questions related to the details or accuracy of that information, they should seek guidance from their manager to ensure that the information provided is both accurate and truthful.

For all questions or notifications related to the Code of Conduct, please contact the HR or Legal & Human Rights department or send an email to feedback@pur.co or whistleblowing@pur.co