



MAPLE ORGANICS

CODE OF ETHICS – INDEPENDENT WELLNESS CONSULTANTS, EMPLOYEES, CUSTOMERS, SUPPLIERS, VENDORS & CONTRACTORS

OUR COMMITMENT, VALUES AND MISSION

Commitment

At Maple Organics, we are committed to putting our customers first by providing best-in-class organic products that are distributed with excellent service through our network of talented Wellness Consultants.

Organic. Pure. Effective. At Maple Organics we believe in the importance of nurturing. Using organic ingredients, you can rest assured that you are nurturing yourself, your family and the environment every time you indulge in our products. Whether daily maintenance of a healthy body or when in times of symptomatic relief of common ailments, Maple Organics has a safe, effective and clean solution for you.

Values

We **inspire, support and have compassion** for women. By understanding the pressures of motherhood, we support each other and our team members to lead the lives they were intended to. Combining the challenge of career ambition with a supportive shoulder to lean on.

We behave with an **industrious and entrepreneurial spirit**. We are resourceful, smart and numbers based.

We strive to understand the social and environmental impact of our decisions and therefore make **conscious choices** to progress the lives of our children and world they inherit.

Mission

We strive to make families healthier through our organic, pure & effective products and through creating career opportunities for women & men.

CODE OF ETHICS

Our Code of Ethics is a statement of the principles and expectations that guide honourable business conduct at Maple Organics. All employees and Independent Wellness Consultants must use their best judgment, be accountable for their actions, and conduct their business with integrity.

The Code of Ethics governs the conduct of everyone engaging with Maple Organics: employees, customers, suppliers, vendors, contractors, and Independent Wellness Consultants.

Failure to comply with any provision of the Code of Ethics may result in disciplinary action, up to and including termination of employment or Wellness Consultant Agreement, as well as civil or criminal penalties. This Code of Ethics applies not only to employees and Independent Wellness Consultants who commit misconduct, but also to those who condone misconduct, fail to report or take reasonable measures to report, prevent, detect and/or address misconduct or seek to retaliate against those who report potential misconduct.

Covenants re: Ethical Behaviour

The Independent Wellness Consultant covenants, promises and agrees in conducting his/her business that he/she will:

- Conduct his/herself and deal with Customers and other Independent Wellness Consultants with the highest standards of honesty, integrity and fairness;
- Use his/her active and best endeavours to promote and market the Products of the Company and the Business;
- Familiarize him/herself with and abide by all applicable laws, common laws, regulations and statutes (which shall include the Canadian Direct Selling Association's Code of Business Conduct and Code of Practice) available at WWW.DSA.CA; Carry on his/her business and promote and market the Products in an honest, lawful and ethical manner;
- Abide by local, provincial and federal laws that govern his/her independent business. Understanding that it is his/her responsibility to comply with these laws and the laws of the direct selling industry;
- Not imply that he/she is an officer, employee or partner of the Company. The Independent Wellness Consultants cannot and shall not purport or attempt to bind or contract on behalf of the Company in any manner,

nor pledge the credit of or otherwise incur any liability on behalf of the Company;

- Only use information contained in official literature of the Company and on Company websites to promote the Products and the Business;
- Not accept any payment for the introduction of a potential Maple Organics Independent Wellness Consultant;
- Not use any misleading, deceptive or unfair recruiting methods; and represent the Success Program completely and accurately to all potential Maple Organics Independent Wellness Consultants and without making any misleading or exaggerated income claims;
- Make statements of earnings that are representative of what an average Maple Organics Independent Wellness Consultant would achieve in normal circumstances and are not exaggerated; the Independent Wellness Consultant understands that Maple Organics Independent Wellness Consultants are not guaranteed any specific amounts or levels of earnings and that there is only one revenue generating event for an Independent Wellness Consultant, namely the supply of the service of arranging for the sale of the Company's products to retail customers by the Independent Wellness Consultant or the Independent Wellness Consultant's downline organisation, and success will depend on the sale of Products achieved by the Independent Wellness Consultant and other Maple Organics Independent Wellness Consultants;
- Represent that past earnings in a given set of circumstances do not necessarily reflect future earnings;
- Not misrepresent the amount of expenditure that an average Maple Organics Independent Wellness Consultant might incur in carrying on the business;
- Not advise or encourage buying at unreasonable levels;
- Not misrepresent the amount of time an average Maple Organics Independent Wellness Consultant would have to devote to the business to achieve the earnings estimated and not state that earnings are guaranteed or easy to achieve for any individual Maple Organics Independent Wellness Consultant;
- Never state or infer that a Maple Organics Independent Wellness Consultant will build a downline organization for anyone else;

- Never state that any consumer, business or government agency has approved or endorsed the Products or Success Program unless otherwise published by the Company;
- Fulfill all obligations concerned with sponsoring other Maple Organics Independent Wellness Consultants, including training, motivation and support;
- Make courteous and prompt exchanges and/or refunds to his/her Clients and assist his/her Clients who have ordered product directly from Maple Organics.
- Maintain a basic loyalty and professionalism to the network marketing industry as a whole and not engage in unwarranted criticism of other network marketing companies.
- Familiarize him/herself with Maple Organics' Success Program and products and represent them to his/her Clients and prospective Maple Organics Independent Wellness Consultants realistically and without misleading or providing false expectations. Any claims, representations or statements I make regarding Maple Organics will be those included in the Maple Organics literature; and
- Familiarize him/herself with and abide by the Company's Policies and Procedures and Terms and Conditions as amended from time to time and ensure that he/she at all times is operating in accordance with the most current version of the Policies and Procedures.

Trust and Credibility

We earn credibility by keeping our commitments, acting with honesty and integrity and pursuing our Company goals solely through ethical and professional conduct by:

- acting responsibly;
- creating an open and supportive environment where employees and Independent Wellness Consultants feel comfortable asking questions, raising concerns and reporting misconduct; and
- clear and direct communication of behavioural expectations, modelled and demonstrated by example by everyone associated with Maple Organics.

We achieve our goals solely through ethical and professional conduct.

Ethical Behaviour

We enjoy and encourage an open door policy and everyone should feel able to speak his or her mind, particularly with respect to ethical concerns. You must report suspected and actual violations of this Code of Ethics, Company Policy and the Law. The Company is duty bound to investigate and act on reported instances of questionable or unethical behaviour.

In deciding whether a violation of the Code has occurred or is about to occur, you should first ask yourself:

- Could this conduct be viewed as dishonest, unethical or unlawful?
- Could this conduct hurt Maple Organics and our good name? Could it cause Maple Organics to lose credibility with its employees, agents, Independent Wellness Consultants, customers, or suppliers?
- Could this conduct hurt other people, such as other employees, Independent Wellness Consultants, agents or customers?

If the answer to any of these questions is "yes" or even "maybe," you have identified a potential issue that you must report.

Imminent Danger or Illegal Conduct

We will not tolerate any threatening, hostile or abusive behaviour in the workplace, in relation to Company business, or by any persons on Company property, and will take immediate and appropriate action against offenders, up to and including termination of employment or Independent Wellness Consultant Agreement and referral for criminal prosecution. We do not tolerate threatening, hostile or abusive conduct directed at employees, agents, customers or Independent Wellness Consultants by Maple Organics personnel at any time or place. Damage to property is also expressly prohibited as is possession of a weapon on Company business.

Any instance of violence, hostile behaviour or possession of weapons on Company property or in relation to Company business must be reported immediately to the Company. In cases of imminent danger, you should contact 911 or local law enforcement first.

Discrimination or Harassment

We do not tolerate discrimination, sexual harassment or other harassment based on race, colour, religion, gender, sexual orientation, age, national origin, disability, military status, veteran status, marital status, citizenship status or any other unlawful discrimination or harassment based on categories protected under applicable law. Harassment includes but is not limited to,

racist, sexist or ethnic comments, jokes or gestures, or any conduct or statement creating an intimidating, hostile or offensive organizational environment.

If you believe you are a victim of or a witness to discrimination or harassment, you must report it to the Company. If your complaint is about your manager or leader or you are otherwise uncomfortable reporting your complaint to your superior, you should report to the Company.

You may also address suspected discrimination or harassment directly with the person engaging in such conduct if you are comfortable doing so and you believe the conduct is unintentional.

Accounting, Internal Accounting Controls or Auditing Complaints

You must report any concerns or questions you have about the accuracy or integrity of the Company's financial statements, reporting, accounting, internal accounting controls or auditing matters to the Company.

Reports and complaints will be kept confidential to the extent permitted by law and by the Company's need to investigate the situation.

Maple Organics does not tolerate and therefore prohibits retaliation against employees or Independent Wellness Consultants who submit or participate in the investigation of any complaints. If you believe you or others are the subject of retaliation for reporting suspected misconduct or participating in an investigation, you must report the matter to the Company immediately.

Co-operating with Investigations

Co-operation with investigations is a requirement of the Company. You must be honest and forthcoming at all times during an investigation, and you must provide any investigator with full, accurate, timely and truthful information. Misrepresenting facts or failing to disclose facts during an investigation is strictly prohibited. You may never interfere with or obstruct an investigation conducted by the Company, by any third party on the Company's behalf or any government agency. In addition, you may never disclose or discuss an ongoing investigation unless specifically authorized to do so.

If a police officer, other law enforcement personnel or government employee from any agency requests access to Company premises or to Company or customer information, you must immediately notify the Company for appropriate guidance.

Any documents, information or testimony you provide in response to a request by a government agency must be full, fair, accurate and timely, and reviewed in advance by the Company. If you discover or suspect any misrepresentation,

misstatement, misunderstanding, omission or other mistake by yourself, another Independent Wellness Consultant or another employee, you must immediately disclose it to the Company so that the Company can take prompt steps to remedy the situation. These requirements do not apply to providing information or testimony, in your individual capacity, to a governmental body or agency on behalf of yourself, other employees, other Independent Wellness Consultants, agents, contractors or co-workers where protected by applicable law.

Maintain Fairness and Inclusion at Maple Organics

We act with fundamental honesty and integrity in all Company dealings, comply with all laws that govern our business, maintain an ethical and professional work environment and comply with all Company policies. We treat everyone with respect, dignity, honesty, fairness and integrity.

Workplace Safety and Environment

We are committed to ensuring a safe workplace for all employees, Independent Wellness Consultants, and agents and meeting our environmental responsibilities. You must perform your job in a safe and environmentally responsible manner in compliance with applicable policies and practices and the law.

You may never view or display any pornographic, obscene or offensive material through Company systems.

Substance Abuse— Illegal Drugs and Controlled Substances

We are committed to maintaining a safe and drug— free environment for all Maple Organics employees, agents, Independent Wellness Consultants, and contractors. While on Company time or engaged in Company-related business, you may never use, transfer, sell, manufacture or possess illegal drugs (which include any controlled substances that have not been prescribed for you by your doctor) or drug paraphernalia. You may not report to work or conduct Company-related business under the influence of any illegal drug, or if tested would demonstrate that you have used or consumed an illegal drug.

Alcohol

You may not possess, serve, be under the influence of, or drink alcohol while on Company premises or while conducting business for Maple Organics. The only exceptions are for Maple Organics functions where alcohol may be served only with prior approval from the Company, or external events at which you are representing Maple Organics. Although alcohol may be served at such events, consumption is completely voluntary, should always be in moderation, and never in a manner that would embarrass or harm the Company.

Employees must immediately report to the Company any arrest pending final resolution or conviction for an alcohol-related offence relating to conduct while on Company property or conducting Company-related business or that may otherwise affect your ability to perform your job, or otherwise affect the Company's business.

Solicitation and Fundraising

Solicitation and fundraising distract from work time productivity, may be perceived as coercive and may be unlawful.

Solicitation during work time (defined as the work time of either the employee making or receiving the solicitation), the distribution of non-business literature in work areas at any time or the use of Company resources at any time (emails, fax machines, computers, telephones, etc.) to solicit or distribute, is prohibited. Non-employees may not engage in solicitation or distribution of literature on Company premises or while conducting Company-related business. The only exception to this policy is where the Company has authorized communications relating to products, benefits or services.

Gambling

You may not gamble or participate in any games of chance (including raffles, sports pools or lotteries) on Company premises, on Company systems or while conducting Company business.

Employee Privacy

We acquire and retain personal information about Independent Wellness Consultants, agents, employees, customers and suppliers in the normal course of business and we are committed to ensuring that that information is vehemently protected.

You should never access, obtain or disclose anyone's personal information to persons inside or outside of the Company unless you are acting for legitimate business purposes and in accordance with applicable laws, legal process and Company policies, including obtaining any approvals necessary under those policies.

Recording Devices

In many jurisdictions, use of recording devices without the consent of both parties is unlawful. You may never record, photograph or videotape any Maple Organics agent, Independent Wellness Consultant, employee, customer, supplier or competitor without that person's knowledge and approval.

Personal Misconduct

Everyone associated with Maple Organics, including employees, agents, Independent Wellness Consultants, associates, and contractors must avoid conduct that could impair work performance or affect Maple Organics' reputation or business interests. Conduct that could affect the Company's reputation or business interests must promptly be reported to the Company. This includes:

- any arrest pending final resolution or conviction for any summary, super-summary, hybrid, and/or indictable offence;
- any arrest pending final resolution or conviction for a crime involving dishonesty, fraud, assault or battery; or
- any other arrest pending final resolution or conviction which may affect your ability to perform your job or otherwise affect the Company's business interests.

Maintain Integrity and Fairness at Maple Organics

Our reputation depends on the actions and integrity of all Maple Organics Independent Wellness Consultants, employees, agents and contractors. It is imperative that you avoid any relationship or activity that might impair, or even appear to impair, your ability to make objective and fair decisions when performing your job or conducting Company-related business.

It is your duty to advance our legitimate interests when opportunities arise. You must never use the Company, property or information for personal gain or take personal advantage of any opportunity that arises in the course of your work or Company-related business.

Avoiding Conflicts of Interest

You must disclose any potential or actual conflict to the Company.

Personal Conflicts of Interest

You may not supervise/manage someone with whom you share a close personal relationship, such as anyone in your family or household, someone with whom you have or had a romantic relationship or other close personal relationship.

In addition, you should not use your position at the Company to advance your personal interests or those of a friend or relative at the expense of the Company's interests.

Personal Political Interests

Your personal political contributions and activities must be kept separate from the Company. If you make political contributions, you may not refer in any way to the Company's assets, including its name, in connection with your contributions, unless required to do so by law

Protect Maple Organics' Assets and Reputation:

Our reputation is a key asset that must be protected.

Preparing, Disclosing and Maintaining Accurate Records

We are committed to maintaining and providing truthful information that fully satisfies applicable legal requirements.

Creating Accurate Records

We always create accurate records that reflect the true nature of all transactions and activities (including, but not limited to, reporting of time, documenting attendance and absence, productivity, commissions and quality assurance).

You must resolve discrepancies in any records and make appropriate corrections. If you suspect or learn that records are misleading or contain errors, you must promptly inform the Company and, if applicable, customers and business providers.

Even a minor error can affect the truthfulness of a record and therefore you must report all errors, regardless of their size or how long ago they may have occurred. You must report your concern to the Company.

We do not tolerate falsification or improper alteration of records. It is never appropriate to direct someone else to prepare or approve a false or misleading record. It is also improper to intentionally take any action that leads to the creation of false or misleading records, such as withholding information from, or providing incomplete information to, someone who is preparing a record.

If you believe that a record was intentionally falsified or created to be misleading, you must advise the Company.

Complete and Transparent Disclosure

We are committed to transparency in financial reporting.

You must not disclose any material information regarding Maple Organics, its business operations, plans, financial condition, results or any development or plan. You should be particularly careful not to disclose such information if you

make presentations or proposals to customers, business providers, investors or to any other third party.

Internal and outside auditors are engaged by the Company to ensure accurate reporting. You must cooperate with and provide any auditor or investigator accurate, timely and truthful information. You must not improperly influence, manipulate or mislead any auditor or investigator.

Failure to cooperate with any audit or related investigation will result in discipline, up to and including termination of employment or cancellation of agent agreement.

Safeguard Company Information

It is everyone's responsibility to ensure that "entrusted Company information" is safeguarded; this includes and is not limited to Company business plans and strategy, internal telephone lists, presentations and correspondence and copyrighted material.

Safeguard Company Confidential Information

In order to safeguard Company confidential information all policies and procedures must be followed and contractual agreements for identifying, using, retaining, protecting and disclosing this information must be observed.

Your obligation to safeguard non-public information continues even after a relationship with the Company is terminated. Without specific written prior authorization, you may never disclose or use Company confidential information.

Intellectual Property

Intellectual property includes information protected by trademarks or copyrights, the use of which is restricted by applicable intellectual property laws. To safeguard intellectual property from illegal copying or other misuse, all Company documents must be affixed with or identified by trademark, service mark or copyright symbols.

If you're unsure whether or what protection is necessary or appropriate, or if you believe disclosure or use by a third party is improper, contact the Company.

Third Party Intellectual Property

We respect the proprietary rights of others by complying with all applicable laws and agreements. Unless a property owner's specific prior consent is obtained, you may not copy, distribute, display, perform, or modify third-party

copyrighted materials. A document may be protected by a copyright even if there is no notice on the work.

Maintain Maple Organics Integrity in the Marketplace

Our integrity in the marketplace is a key component of our reputation for trustworthiness and service.

Customer Relationships

Our customers expect and deserve fair, honest and respectful service. You are accountable for your role in the delivery of that standard of service.

Customer Privacy and Communications

Our privacy policies inform customers about what information is collected about them and how it is used. Customers are also given the ability to limit certain uses of their information. You must respect these choices and always abide by the Privacy Policy.

Integrity in Sales

We always clearly and directly inform our customers of the terms and conditions of our services. Any attempt to deceive a customer will not be tolerated and may result in disciplinary action up to and including termination of employment or cancellation of an Independent Wellness Consultant agreement. The following guidelines must be followed at all times:

- All advertising and sales materials must be truthful and accurate. Materials must not be false, misleading or have a tendency to deceive.
- All claims must be substantiated in advance with a factual basis and back up. No advertising or sales materials will be released without Company approval.
- When advertising the price of products and services, the customer must be clearly informed of all costs or fees and any other material terms and restrictions for obtaining the advertised rate in marketing and promotional materials. There will be no "hidden" charges.
- Comparisons to competitors must be accurate and substantiated at the time they are made. Do not disparage competitors. You should promote products and services through fair and accurate comparisons with its competitors, and sell on the strength of Maple Organics products, services and reputation. Do not make misleading or inaccurate comparisons with competitors' products and services; comment on competitors' character, financial condition or potential legal or

regulatory problems; or make negative remarks about entire groups of competitors and their products and services.

There are strict rules regarding sales and promotions. They must be followed without exception.

Conclusion

Whilst every effort has been made to include all aspects of our requirements for ethical, honest behaviour, it is not possible to describe all unethical or illegal business practices in detail. The best guidelines are individual conscience, common sense and unwavering compliance with all Company policies, applicable laws, regulations and contractual obligations. Seek guidance if you are unsure of what to do, ask questions and report wrongdoing. Company policy strictly forbids any retaliation against an employee who reports suspected wrong-doing.

Violations of the law, this Code of Conduct, or other Company policies, procedures, instructions, practices and the like can lead to disciplinary action up to and including termination of employment or cancellation of Independent Wellness Consultant Agreements. Such disciplinary action may also be taken against managers or executives, who condone, permit or have knowledge of improper conduct or fail to take action to prevent and detect violations, such as failure to provide training and failure to appropriately manage situations. No one may justify an illegal or improper act by claiming it was ordered by someone in higher management.

The following are examples of actions considered illegal or unacceptable:

- any untruthful or deceptive sales practice;
- theft or unauthorized access, use or disclosure of Company, customer, Independent Wellness Consultant or employee records, data, funds, property or information (whether or not it is proprietary);
- working under the influence of alcohol or illegal substances or abusing legal substances;
- using any program or promotion in an unauthorized manner;
- engaging in any form of workplace violence, including, but not limited to, any act of physical intimidation or assault, including threats of violence;
- soliciting or giving the impression that you would expect gifts or gratuities from suppliers or customers;

- disparaging or misrepresenting the Company's products or services or its employees; and
- falsifying a Company record.

Compliance

If there are any questions regarding this Code of Ethics, or if you have a reporting obligation hereunder, you may contact the Company at the following address:

By mail: Attention: Ashley Ward

Maple Organics
5609 Chester Street
Vancouver, BC V5W 3B3

By e-mail: ashley.ward@mapleorganics.com