



Code of Conduct

The bases of our Code of Conduct are about one key word: **“RESPECT”**.

RESPECT for our employees and their families

RESPECT for our clients

RESPECT for our stakeholders

RESPECT for our suppliers

RESPECT for our environment

EQUAL OPPORTUNITY

- BFHG provides equal opportunity for all employees regardless of age, gender, race, or religion.
- Opportunities are provided on the basis of the employee’s skill set.
- New hires are evaluated on the basis of their skill set and their ability to work within our corporate culture.
- We believe that diversity in our workplace enhances our corporate environment.

OPEN & STRAIGHTFORWARD COMMUNICATION

- BFHG believes that feedback goes both ways. Our executives have an “open door” policy whereby employees can speak freely, present their ideas, and express their concerns.
- Open communication in a safe environment is a critical element of our corporate culture.

HONESTY & INTEGRITY

- BFHG strives to build trust with our employees, clients, stakeholders and suppliers.
- Honesty and Integrity is a key ingredient in being successful.
- Our focus is communicating in a pro-active manner and being transparent with challenges that may hamper us from meeting objectives.

COMPENSATION

- BFHG believes in paying our employees equal or above industry standard pay.
- In addition, we will meet or exceed minimal wage requirements in any region where we have employees.
- We are committed to full compliance with all applicable pay transparency regulations, in any region where we have employees.

SUPPLIERS

- BFHG has a thorough process that is employed when considering a new supply partner.
- Prior to a new supplier producing product, our team activates a diligent “on boarding” process.
- We are very proud of the suppliers that we work with and are comfortable being fully transparent as to who our manufacturing partners are.
- We expect our manufacturing partners to meet all local laws, with respect to human rights, pay, safety, security and environmental practices.

Anti-Bribery and Corruption (ABC) Commitment

To maintain our integrity while operating in diverse international regulatory environments, BFHG is committed to the highest standards of ethical conduct. To ensure full compliance with global legal frameworks—including the Corruption of Foreign Public Officials Act (Canada) and the UK Bribery Act—we strictly prohibit the offering, solicitation, or acceptance of any bribes, kickbacks, or inappropriate gifts intended to influence business decisions.

We maintain a zero-tolerance policy toward corruption in any form; following these guidelines protects our reputation and ensures our business success is built solely on the merit of our services.

Conflict of Interest

Avoidance of Conflicts: Employees must avoid any personal, financial, or familial interests that could improperly influence their professional judgment or hinder their ability to perform their duties for BFHG.

Professional Boundaries: Employees must not solicit business from BFHG customers or partners for personal gain; contacting business partners for reasons outside of one's specific role is prohibited and may lead to disciplinary action.

Mandatory Disclosure & Review: Any potential conflict must be disclosed in writing to a manager or HR immediately for evaluation; it is the employee's ongoing responsibility to update these disclosures as circumstances change

Data Privacy and Information Security

Data Protection Commitment: BFHG is committed to safeguarding the personal data of our employees, clients, and stakeholders in compliance with international privacy standards, such as GDPR and PIPA.

Secure Data Handling: As an international company, employees must ensure that all sensitive information handled across borders is processed securely and used only for its intended professional purpose.

Formal Reporting & Non-Retaliation

Zero Tolerance for Retaliation: BFHG strictly prohibits dismissing, demoting, harassing, or otherwise disadvantaging any employee for reporting concerns or participating in investigations in good faith.

Safe Reporting Channels: Employees are encouraged to speak freely to management or use our dedicated, anonymous channels to report unethical behavior without fear of disciplinary action.

Compliance with Local Laws

Universal Compliance: BFHG explicitly requires that all company operations comply with the laws of every jurisdiction in which we operate.

Partner and Internal Accountability: Beyond our manufacturing partners, this mandate applies to all internal activities to ensure global legal integrity.