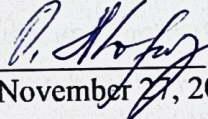


APPROVED

Director LIMITED LIABILITY COMPANY  
"ADVERTISING AGENCY «HELLO PRO»

  
November 27, 2025

### Human rights policy

Human rights are the fundamental rights and freedoms to which every person in the world is entitled, such as dignity, equality, and respect. We are committed to respecting and protecting human rights. The company operates in accordance with the Universal Declaration of Human Rights (UDHR), the UN Guiding Principles on Business and Human Rights (UNGP), the conventions of the International Labour Organization (Conventions No. 29, 87, 98, 102, 135, 138, 146, 182, 183), the International Covenant on Civil and Political Rights, the UN Convention on the Rights of the Child, and the 1999 UN Global Compact.

To implement the above, the company:

1. Organizes the work process at the company and regulates labor relations based on the following principles:

- **Freedom of assembly and collective bargaining:** The company respects the right of its personnel to independently choose representatives of their interests. The company guarantees that discussions will be held with a representative who has been voluntarily elected by the personnel.
- **Appropriate working conditions and remuneration:** The company undertakes to create safe and comfortable working conditions for its staff. Every employee is guaranteed protection from external and internal factors that may arise during the performance of their duties and may cause harm to their health or property.
- **Prohibition of forced and child labor:** Prohibition of forced labor. Prohibition of child labor (minors). The employment of persons under the age of 18 and the performance of labor duties by them is permitted only in cases specified by Ukrainian law.

2. The company guarantees that the legal rights of its personnel will not be violated under any circumstances. The company continuously analyzes risks that could lead to violations of personnel rights and does everything possible to prevent them.

The company continuously monitors compliance with the principles set forth in this policy.

### Non-Discrimination Policy and Staff Interaction Policy

The company treats its staff with respect and provides them with equal opportunities for professional development, realization of labor rights, and development of professional and creative potential. Any discrimination, exclusion, or preference based on race, skin color, political, religious, or other beliefs, gender, gender identity, sexual orientation, ethnic, social, or foreign origin, age, health status, disability, suspected or actual HIV/AIDS status, family and property status, family

responsibilities, place of residence, membership in a trade union or other association of citizens, participation in a strike, appeal or intention to appeal to a court or other authorities for the protection of one's rights or to provide support to other employees in protecting their rights, on the basis of language or other characteristics not related to the nature of the work or the conditions of its performance, and leads to the destruction or violation of equal opportunities or biased treatment in the field of labor. The company operates in accordance with the conventions of the International Labour Organization (Conventions Nos. 100, 111, 131, 159, 169), the International Labour Organization's Code of Practice on HIV/AIDS and the World of Work, the UN Convention on the Elimination of All Forms of Discrimination against Women, and the UN Convention on the Elimination of All Forms of Racial Discrimination.

To achieve this, the company:

- introduces and develops systems for training and motivating staff and assessing their potential, and implements all opportunities for improving qualifications, professional growth, and effective work;
- ensures equal rights for all employees of the company and candidates for vacant positions when hiring;
- prohibits discrimination against any company personnel, including mobbing.

#### **Occupational health and safety policy**

This company policy provides for:

- hazard and risk identification—systematic identification of hazards and risks, risk assessment, and analysis of accidents and occupational diseases related to the company's activities;
- compliance with all legislative and regulatory requirements applicable to the company's activities;
- creating safe working conditions for personnel and conditions for the presence of representatives of all interested parties on the territory;
- providing emergency medical care when necessary;
- conducting appropriate audits and assessments of its activities to determine progress and promote compliance with this policy;
- implementing voluntary health promotion programs aimed at improving the well-being, productivity, and personal safety of personnel.

#### **Policy on psychosocial support for employees**

Mental health is a state of well-being in which an individual can realize their potential, cope with life's stresses, work productively, and contribute to their community. Mental and physical health, along with social well-being, are important components of overall human health.

Psychological counseling, or “psychotherapy” or “talk therapy,” is a conversation about one's thoughts with a specialist in order to better understand one's own thinking and behavior for the purpose of resolving certain psychological problems; to assess one's own emotional state in order to prevent or reduce the risks of developing a mental disorder; to change your behavior in order to improve your quality of life.

First psychological aid is provided to a person for emotional stabilization and support when they are in a state of acute stress during or after a traumatic event. A person in this state may experience the following emotional reactions: aggression, panic, fear, anxiety, apathy, stupor, nervous tremors, motor agitation, hysteria, crying.

With this policy, the company demonstrates its support for every employee.

Company management:

- recognizes that the mental and social well-being of our employees is an important part of a healthy and productive work environment. In a state of martial law, we may experience panic, anxiety,

stress, fear, depression, despair, and other emotions.

- insists that anyone experiencing any psychological or social difficulties report this to the person responsible for occupational health and safety and staff welfare.

- strives to provide effective psychosocial support to anyone who needs it;
- wants to better understand your needs during this difficult time. This allows us to assess what measures and adjustments we can make to help you address your immediate concerns and recover psychologically.

The company encourages staff to care for themselves and other members of the workforce, and requires everyone to adhere to principles of ethical behavior, confidentiality, and reasonable accommodation, which form the basis for a culture of mutual support and create a psychologically safe working environment where employees feel they can openly discuss their mental health needs and concerns with their managers and/or designated representatives without fear of stigma or judgment.

### **Environmental policy**

The company is aware of its responsibility to current and future generations for the impact of our activities on the environment. Therefore, in its activities, the company implements environmentally safe practices, adheres to the principle of maximum rational use of natural resources and preservation of biodiversity, as well as reduction of emissions and waste.

All of the company's activities in the field of waste management are aimed at reducing the volume of waste generated, introducing waste-free technologies, converting waste into secondary raw materials, obtaining products from them, minimizing the generation of waste that cannot be further processed, and disposing of it in accordance with current legislation.

The company is committed to continuously improving the environmental performance of its activities.

To achieve this, the company:

- complies with applicable national legislation and regulatory requirements for environmental protection;
- encourages each employee to treat the environment with care and to comply with the rules of conduct in nature, as well as to personally participate in improving the environmental impact of the company's economic activities;
- installs containers and bins for relevant waste in pre-designated and prepared areas, and ensures separate waste collection based on the principle of maximum waste recycling;
- ensures primary accounting, concludes contracts with specialized organizations in the field of waste management;
- aims to prevent emergencies and control emissions and waste in its work;
- maintains communication with stakeholders on environmental issues;
- regularly monitors and evaluates its activities in terms of compliance with this policy;
- uses land resources in a balanced manner;
- preserves existing areas covered by forests and other natural vegetation;
- prohibits the sale of plant species listed in the Red Book of Ukraine.

### **Anti-corruption policy**

The company declares zero tolerance and absolute inadmissibility of any form of corruption. The company does not engage in corruption in order to obtain any advantages in its field of activity from government and international organizations, does not make illegal payments for assistance or simplification of formalities in connection with economic activities, in particular to ensure faster resolution of certain issues, and acts in strict compliance with anti-corruption legislation.

To implement this policy, the company:

- complies with anti-corruption and anti-money laundering legislation in all countries where the company operates;

- cooperates with organizations and partners that comply with anti-corruption legislation;
- controls financial and accounting reporting.

The company does not engage in activities related to the legalization (laundering) of proceeds obtained by criminal means.

The company does not enter into any agreements where there are doubts about the origin and purpose of the funds to be received or paid.

In its activities, the company complies with economic sanctions imposed by the Ukrainian government on any countries, as well as sanctions imposed by the US, UN, and EU prohibiting activities with legal entities or individuals related to these countries or to terrorist activities and other illegal activities.

### **Policy on interaction with suppliers**

The company values the development and maintenance of partnerships based on long-term cooperation, mutual benefit, respect, trust, fairness, and objectivity, and conscientiously fulfills its obligations under the terms of the agreements.

In its interactions with suppliers, the company:

- strives to work with partners who have an impeccable reputation and are not subject to sanctions;
- conducts a thorough selection of partners;
- always resolves any misunderstandings that arise in the course of its activities through negotiation and by seeking compromise;
- complies with applicable laws, including those relating to environmental protection and occupational health and safety;
- does not disclose information about business partners that could result in material or moral damage to the company and/or business partner, except in cases where the provision of information is required by law.

### **Information Protection Policy**

The company takes a responsible approach to information protection in compliance with the requirements of Ukrainian legislation (the Law of Ukraine "On Information," the Law of Ukraine "On Personal Data Protection") and the GDPR regulations.

To implement this policy, the company:

- adheres to confidentiality rules regarding information received from third parties (partners, contractors, and others);
- does not allow the dissemination of inaccurate information or distortion of facts that could harm it and its partners;
- protects its own information;
- keeps employees' personal data confidential; the collection and processing of personal and medical data is carried out in compliance with the requirements of Ukrainian legislation and the GDPR.