



Code of Ethics for AB Associates

Introduction

At AB Associates, we are committed to maintaining the highest standards of ethics and integrity in our business practices. Our Code of Ethics serves as a guide for our employees, clients, and partners in promoting ethical behaviour and establishing a culture of honesty, accountability, and respect.

Core Values

1. **Integrity:** We uphold truthfulness and fairness in all our dealings. We are honest in our communications and strive to be transparent in our actions.
2. **Respect:** We treat everyone with dignity, valuing diverse perspectives and fostering an inclusive environment.
3. **Excellence:** We pursue the highest quality in our work, ensuring our services meet the expectations of our clients and stakeholders.
4. **Confidentiality:** We respect the privacy of our clients and partners, safeguarding their confidential information.
5. **Accountability:** We take responsibility for our actions and decisions, ensuring compliance with laws, regulations, and business standards.

Ethical Guidelines

1. Professional Conduct

- Employees are expected to act professionally in all situations and to represent AB Associates Ltd positively.
- We will not engage in any form of discrimination or harassment based on race, gender, sexual orientation, religion, or any other characteristic.

2. Conflict of Interest

- Employees must avoid situations where personal interests may conflict, or appear to conflict, with the interests of AB Associates Ltd or its clients.
- Any potential conflicts must be disclosed to management for review and resolution.

3. Compliance with Laws and Regulations

- We must comply with all applicable laws and regulations governing our business practices.
- Employees are encouraged to remain informed about relevant laws and standards related to their roles.

4. Honesty and Transparency

- All communications, whether internal or external, must be truthful and transparent.
- We will avoid misleading statements and will disclose relevant information to clients and stakeholders.



5. Fair Competition

- We believe in fair competition and will not engage in unethical practices to gain an advantage over competitors.
- We respect intellectual property rights and will not infringe upon the proprietary rights of others.

6. Environmental Responsibility

- We are committed to minimising our environmental impact and promoting sustainability in our business practices.
- Employees are encouraged to adopt environmentally friendly practices in their work.

Reporting and Enforcement

1. Reporting Violations

- Employees are encouraged to report any suspected violations of this Code of Ethics to their supervisor or the designated ethics officer.
- Reports may be made anonymously, and all complaints will be treated seriously and investigated thoroughly.

2. Disciplinary Actions

- Violations of this Code of Ethics may result in disciplinary action, up to and including termination of employment.
- We are committed to maintaining an environment where ethical behaviour is recognized and rewarded.

Conclusion

At AB Associates Ltd our commitment to ethical conduct is vital to our success and reputation. By adhering to this Code of Ethics, we can build trust with our clients and stakeholders, ensure responsible business practices, and contribute positively to our community and the industries we serve.