

To : All Employees of GoodMorning Global Group of Companies (“GoodMorning Global”)
From : Group Talent Development Department (“GTD”)
Date : 1st July 2024

Re : Business Conduct and Principles

As we strive for excellence and maintain our commitment to providing the best service to our clients, it is crucial that we all adhere to the business code of conduct. Business practices of GoodMorning Global have been governed by integrity, honesty, fair dealing and compliance with all applicable laws. Business Conduct specifies and helps the continued implementation of the Corporate Business Principles by establishing certain standards in key areas.

1. Compliance with Law, Rules and Regulations – Compliance with all applicable laws and regulations must never be compromised. Additionally, employees shall adhere to internal rules and regulations as they apply in a given situation. Those internal rules are specific to the Company and may go beyond what is required by law.
2. Conflicts of Interest – Conflicts of Interest occurs when personal interest an employee or the interests of a third party compete with the interests of GoodMorning Global. In such a situation, it can be difficult for the employee to act fully in the best interests of GoodMorning Global. Employees must declare to their respective superiors or to GTD Department if such situation arises to avoid Conflicts of Interest.
3. Related Party Transaction - Related-party transactions must be reported transparently to ensure that all actions are legal and ethical.
4. Outside Directorship and other Outside Activities - No activities shall be pursued if such activities will interfere with the employee’s responsibilities for GoodMorning Global or if there is any risks or conflict with the interest for GoodMorning Global. When in doubt about the permissibility of an activity, employees shall consult with their respective superior or GTD Department.
5. Antitrust and Fair Dealings – GoodMorning Global is prepared to compete successfully in today’s business environment and will always do so in full compliance with all applicable antitrust, competition and fair dealing laws. All employees are responsible to ensure that they are familiar with applicable competition laws.
6. Confidential Information – GoodMorning Global’s continued success depends on the use of its confidential information and its non- disclosure to third parties. Unless required by law or authorized by their management, employees shall not disclose confidential information or allow such disclosure. Employees must use best efforts to avoid unintentional disclosure by applying special care when storing or transmitting confidential information.
7. Bribery & Corruption - Employees must never offer, promise or accept any personal or improper financial or any form of advantage from a third party, whether public or private.
8. Discrimination and Harassment – GoodMorning Global respects the personal dignity, privacy and personal rights of every employee and is committed to maintaining a workplace free from discrimination and harassment. Therefore, employees must not discriminate on the basis of origin, nationality, religion, race, gender, age or sexual orientation, or engage in any kind of verbal or physical harassment.

GoodMorning Global Group Holdings Berhad 202201032840 (1478537-D)

GoodMorning Global Sdn Bhd 200801024769 (826093-W)

GoodMorning Bio Industries Sdn Bhd 201101035099 (963233-V)

Ganofarm R & D Sdn Bhd 201301044553 (1074376-V)

Blue Ocean Food Industries Sdn Bhd 201201044362 (1028839-A)

Grain Mill Wellness Sdn Bhd 202301010518 (1504439-D)

GoodMorning Global Trading Sdn Bhd 202301017058 (1510980-W)



1300 22 1818 | +6011 1100 1818



No. 52A & 56, Jalan 15/22, Taman Perindustrian Tiong Nam, Seksyen 15, 40200 Shah Alam, Selangor, Malaysia.



www.goodmorning.com.my



NO.1 Multigrain Beverage Brand In Malaysia

According to the research study by Providence Strategic Partners Sdn Bhd

Employees shall report any practices or actions believed to be inappropriate or even illegal to their respective superiors or to GTD Department. Reports of violations may be made directly to higher levels including the Group Chief Executive Officer if it is appropriate in view of the reported matter.

It is the ultimate responsibility of each employee to “do the right things”.

All complaints shall be properly investigated and GoodMorning Global prohibits retaliation against any employee for such reports made in good faith, while it also protects the rights of the incriminated person.

Thank you for your cooperation and continued dedication to our company’s success.

Your attention in this matter is highly appreciated.

Thank you for the cooperation.

Yours sincerely,



Dr. Charles Fang Chin, CHENG
Group Chief Executive Officer



GoodMorning Global Group Holdings Berhad 202201032840 (1478537-D)

GoodMorning Global Sdn Bhd 200801024769 (826093-W)

GoodMorning Bio Industries Sdn Bhd 201101035099 (963233-V)

Ganofarm R & D Sdn Bhd 201301044553 (1074376-V)

Blue Ocean Food Industries Sdn Bhd 201201044362 (1028839-A)

Grain Mill Wellness Sdn Bhd 202301010518 (1504439-D)

GoodMorning Global Trading Sdn Bhd 202301017058 (1510980-W)



1300 22 1818 | +6011 1100 1818



No. 52A & 56, Jalan 15/22, Taman Perindustrian Tiong Nam,
Seksyen 15, 40200 Shah Alam, Selangor, Malaysia.



www.goodmorning.com.my



NO.1 Multigrain Beverage Brand In Malaysia

According to the research study by Providence Strategic Partners Sdn Bhd