

Code of Conduct

Effective date: September 2, 2026

Draft for operational publication. Counsel may update this document without prior notice.

Purpose

This Code of Conduct sets group standards for integrity, accountability, and professional conduct at Bradley Innovations Group and within businesses we build, own, and operate. It is intended to support trust with colleagues, customers, partners, and the communities in which we work.

Our standards

Everyone working with or for BIG is expected to:

- Act with honesty and integrity in communications, records, and decisions.
- Treat colleagues, customers, partners, and counterparties with respect and professionalism.
- Protect confidential, proprietary, and personal information entrusted to us.
- Avoid and promptly disclose conflicts of interest; escalate material related-party matters through approved processes.
- Comply with applicable laws, regulations, and contractual obligations in the jurisdictions where we operate.
- Use company systems, data, and AI capabilities only for authorized purposes and within defined authority.
- Report concerns in good faith without fear of retaliation for honest reporting.

Accountability and AI

Where AI systems support decisions or actions, human owners remain accountable. Team members must not present automated outputs as human judgment when that would mislead a customer, partner, regulator, or colleague, and must escalate high-risk or exceptional cases to appropriate human authority.

Operating companies

Each operating company maintains its own legal identity and may adopt supplemental policies. This Code establishes a common baseline; more specific company policies apply where they are stricter or more detailed.

Reporting

Concerns regarding potential violations of this Code may be raised with a manager, leadership, or info@bradleyinnovations.group. BIG prohibits retaliation against anyone who raises a concern in good faith.

Updates

BIG may update this Code as the group grows. Material updates will be reflected in the published document and effective date.

info@bradleyinnovations.group