



CODE OF ETHICS AND STANDARDS OF CONDUCT

Please refer to the Outfitter Handbook for any revisions.

CODE OF ETHICS

The Company is committed to conducting its business in accordance with the highest ethical standards. Compliance with legal requirements and restrictions represents only a minimum level of acceptable conduct. Outfitters must do more than merely act within the law; their conduct must withstand the closest scrutiny. Outfitters must carefully avoid any actions or relations which would create even the appearance of compromising ethical standards. The Company expects that all its business transactions will be the result of legal, open, and honest competition and its business will be conducted in an ethical and moral manner. No outfitter will be asked or expected to compromise these standards. Violations of these standards will not be tolerated.

The Code of Ethics applies to all outfitters of the Company and its affiliates. This code should not be in conflict with, but rather should complement, the established Code of Ethics of any professional group or association.

It would not be practical to set out detailed guidelines to cover every situation. Listed below are several basic guidelines that form the framework of our Code of Ethics.

- Outfitters are expected to comply with the applicable laws of all jurisdictions to which they are subject.
- The Company will honor all of its business obligations with absolute integrity.
- The Company will treat its outfitters, customers, and vendors with honesty, fairness, and respect at all times.
- The Company will not knowingly assist any third party to violate any law of any jurisdiction by issuing false or misleading statements, documents, or any other form of misrepresentation.

All Outfitters must comply with the following rules:

- Compliance with Antitrust Laws: outfitters must not agree or act together with any competitor with regard to prices, terms, distributions, or suppliers. Outfitters must not exchange or discuss with a competitor prices, terms or conditions of sale, or any other competitive information, nor engage in any other conduct which may restrict competition or otherwise violate any of the antitrust laws.
- Outfitters must not participate in any fraud against the Company or any other entity as part of their employment.
- Outfitters must protect and not disclose or use for personal benefit any confidential, restricted, or proprietary information concerning the Company or its officers (including correspondence, memos, emails, passwords, reports, plans, and methods) or obtained through the outfitter's association with the Company without proper authorization from the President or designee. Confidential, restricted, and proprietary information includes, but is not limited to: customer information, financial information (unrelated to wages and



other terms and conditions of employment), business and marketing plans and strategies. Outfitters are required to return and not retain copies, extracts, or reproductions of all Company-related information (including correspondence, memos, emails, reports, plans, and methods) when they leave the Company or as otherwise requested by management. The Company acknowledges that you do not need to treat as confidential any information reflected in a publicly available document or obtained from sources other than the Company, its attorneys, and its accountants.

- Outfitters must avoid conflicts of interest in accordance with the Company's Conflicts of Interest policy.
- Outfitters must comply with the Company's Gifts and Entertainment policy.

Any outfitter who becomes aware of any violations of this policy must report the matter via the Outfitter Ethics Hotline by calling 1-844-783-5360 or at www.basspro.ethicspoint.com. Bass Pro prohibits any form of retaliation for making good faith reports of violations of this policy or cooperating in related investigations. Failure to report a suspected or known violation of any Company policy is a violation of this Code of Ethics.

Outfitters who violate this policy will be subject to disciplinary action, up to and including termination of employment.

STANDARDS OF CONDUCT

The Company has established standards of conduct and outfitters are expected to conduct themselves in a manner that is professional, safe, and consistent with Company policies and expectations.

Outfitters who violate the Company's standards of conduct, will be subject to discipline ranging from verbal counseling, written warning, disciplinary suspension or immediate termination of employment. The appropriate discipline will be determined by the Company's sole discretion based upon the circumstances.

While it is impractical to list every rule and its application, we include here some offenses which may result in discipline up to, and including, immediate discharge as determined by the Company's sole discretion:

- Violation of Company policies, including but not limited to the policies stated in the Outfitter Handbook
- Engaging in unauthorized activity not related to your job during working time.
- Negligence resulting in injury to another outfitter or damage to property belonging to the Company, its outfitters, or contractors.
- Operation of machines and/or equipment without proper authorization.
- Failure to report an injury.
- Failure to follow any other established safety rules and procedures.
- Sleeping on the job.
- Falsifying Company records (including employment records).
- Dishonesty or stealing.
- Deliberate action causing damage or destruction of property belonging to the



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Company, its outfitters, or contractors.

- Using another outfitter's ID badge or allowing any other person to use yours.
- Gaining unauthorized access to or the releasing of confidential information including computer data in violation of any applicable policy or agreement.
- Failure to maintain reasonable performance standards.
- Unprofessional conduct towards a guest or fellow outfitter.
- Violation of any other policy, rule, or procedure not specifically mentioned in this section.

The observance of these rules will help to ensure that our workplace remains a safe and desirable place to work.