



## Code of Conduct

The Code of Conduct is one of the ways we put Rock Dental Brands' mission and values into practice. Each of us has a personal responsibility to follow and incorporate, both in spirit and letter, the principles and values of the Code into our work.

### **1. Be inclusive.**

We welcome and support people of all backgrounds and identities. This includes, but is not limited to members of any sexual orientation, gender identity and expression, race, ethnicity, culture, national origin, social and economic class, educational level, color, immigration status, sex, age, size, family status, political belief, religion, and mental and physical ability.

### **2. Be considerate.**

We all depend on each other to produce the best work we can as a company. Your decisions will affect patients, coworkers, and colleagues, and you should take those consequences into account when making decisions.

### **3. Be respectful.**

We won't all agree all the time, but disagreement is no excuse for disrespectful behavior. We will all experience frustration from time to time, but we cannot allow that frustration to become personal attacks. An environment where people feel uncomfortable or threatened is not a productive or creative one. Patients, team members, and business partners should be treated respectfully and ethically at all times.

### **4. Don't harass.**

In general, if someone asks you to stop something, then stop. When we disagree, try to understand why. Differences of opinion and disagreements are mostly unavoidable. What is important is that we resolve disagreements and differing views constructively.

### **5. Turn differences into strengths.**

We can find strength in diversity. Different people have different perspectives on issues, and that can be valuable for solving problems or generating new ideas. Being unable to understand why someone holds a viewpoint doesn't mean that they're wrong. Don't forget that we all make mistakes, and blaming each other doesn't get us anywhere. Instead, focus on resolving issues and learning from mistakes.



## 6. Choose your words carefully.

Always conduct yourself professionally. Be kind to others. Be humble. Guard your words, Do not insult or put down others. Harassment and exclusionary behavior aren't acceptable. This includes, but is not limited to:

- Threats of violence.
- Insubordination.
- Discriminatory jokes and language.
- Foul language
- Sharing sexually explicit or violent material via electronic devices or other means.
- Personal insults, especially those using racist or sexist terms.
- Unwelcome sexual attention.
- Advocating for, or encouraging, any of the above behavior.

**Rule of Thumb:** If you wouldn't want your words quoted on the front of WSJ, you shouldn't share or send. If you would be embarrassed for the whole company to read your message, don't say it and don't send it.

## 7. Lead by example.

Create a work environment that is fun and friendly but do so while maintaining professionalism, always act with integrity, and comply with company policy. Showing up each day on time, energized, and ready to work is expected of all, especially those in a leadership role.

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YOU are Rock Dental Brands, no matter where you are or what job you do. Remember that as you interact with patients, coworkers, colleagues, and other business relationships, and make sure your actions always reflect our code of conduct.

### No retaliation

RDB prohibits retaliation against any worker who reports or participates in an investigation or a possible violation of our Code, policies, or the law. If you believe you are being retaliated against, please contact Human Resources.

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Signature

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Date