



Employee Code of Conduct and Work Rules

VideoAmp always aims to maintain a fun, positive, and productive work environment. Each employee plays a key role in fostering this environment. Accordingly, we all need to abide by certain rules of conduct, based on honesty, safety, common sense, and fair play.

Because everyone may not have the same idea about proper workplace conduct, it is helpful to adopt and carry out rules everyone is able to follow and understand. Unacceptable conduct may subject the offender to disciplinary action, up to and including termination, at the Company's sole discretion. The following are examples of some, but not all, conduct which can be considered unacceptable:

1. Excessive unexcused absenteeism or tardiness, including a pattern of absenteeism or tardiness;
2. For those who are hybrid employees, the expectation is to be regularly in the office on collaboration days;
3. Job abandonment;
4. Working overtime without the prior approval of your People Leader;
5. Sleeping or malingering on the job;
6. Theft, stealing, or unauthorized removal of property belonging to the Company, another employee, a customer or a visitor, regardless of the value of the item;
7. Unauthorized use of Company equipment, time, materials or facilities;
8. Waste of Company materials or supplies;
9. Use, possession, or sale of unlawful drugs or alcohol while in a Company vehicle, or while on duty;
10. Bringing or possessing firearms, weapons, or other hazardous or dangerous devices or substances onto Company property or into Company vehicles;
11. Failure to observe safety regulations;
12. Failure to report any unsafe conditions, damage to equipment or machinery, or job-related traffic accidents or violations to your People Leader;
13. Carelessness or negligence while performing duties;
14. Failure to perform work or job assignments satisfactorily and efficiently;
15. Destruction or damage to the property of the Company, another employee, a customer or a visitor;



16. Unlawful harassment, including sexual harassment, of other employees;
17. Horseplay on Company time or property;
18. Threatening, intimidating or coercing other employees, customers or visitors;
19. Fighting or provoking a fight on Company time or property;
20. Insubordination, including improper conduct toward a People Leader or refusal to perform tasks assigned by a People Leader;
21. Refusal to do job assigned or perform work in the manner described by the Company;
22. Disrespect or discourtesy to other vampers, People Leaders or customers;
23. Failure to immediately report a job-related injury, no matter how minor, to your People Leader;
24. Making or receiving personal telephone calls, other than emergency calls, during working hours;
25. Falsifying, altering, destroying or willfully omitting information from any timecard or Company record (including employment applications);
26. Obtaining employment by means of false or misleading information; and
27. Failure to follow Company procedures for maintaining confidentiality.

The above listed examples are not all-inclusive. Remember, all employees are employed at-will, and VideoAmp reserves the right to impose whatever discipline it chooses, or none at all, in any particular instance. The Company will deal with each situation individually and nothing in this playbook should be construed as a promise of specific treatment in a given situation. VideoAmp will endeavor to utilize corrective discipline but reserves the right in its sole discretion to terminate the employee at any time for any reason. Further, the Company can demote, transfer, suspend or otherwise discipline an employee in its sole and absolute discretion.

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

Non-Fraternization

At VideoAmp, we are family and members of the same team. We encourage forming close bonds as we work alongside each other. VideoAmp will always encourage employees to develop friendships and share a spirit of teamwork and camaraderie both in the workplace and outside of work. We expect all employees to be treated with civility and respect.

Are you a People Leader? Under no circumstances can a People Leader date, become romantically involved with or have sexual relations with a reporting employee. Employees who disregard this policy will be subject to disciplinary action, up to and including termination.



Additionally, personal or romantic involvement with a competitor, customer, client, supplier or vendor may impair an employee's ability to exercise good judgment on behalf of the Company. An employee should immediately disclose any relationship of this type to their People Leader. The Company will determine if an actual conflict of interest exists. If a conflict is determined to exist, the Company will take whatever corrective action it deems to be appropriate.

While every employee may have a different definition and understanding of what constitutes a close relationship, friendship or romantic involvement if you have questions talk with your People Team representative.

Company Events

Some of you may attend Company or business-related events during your time at VideoAmp. In those settings employees may, but are not required to, consume moderate amounts of alcohol. You are expected to use good judgment in consuming alcohol at any such Company or business-related event. VideoAmp prohibits the misuse of alcohol in the workplace, on company property or at company-sanctioned or business-related events. Notwithstanding responsible consumption during sanctioned business activities, any employee who violates the above standard is subject to disciplinary action, up to and including termination of employment. Under no circumstances should you ever operate a vehicle if you are under the influence. Becoming unreasonably intoxicated at any of these events will be considered grounds for discipline, including immediate termination.

In addition, as an ambassador of the company, we expect all employees to contribute to maintaining a respectful, drug-free workplace. Prohibited activities include the possession, use, sale/attempted sale, distribution, manufacture, purchase/attempted purchase, transfer or cultivation of drugs in the workplace, on company property, or at company-sanctions or business-related events. Any employee who violates the above is subject to disciplinary action, up to and including termination. The use and/or possession of prescription drugs, when taken as directed by the person prescribed the medication, is not a violation of our policy. As a culture of embracing wellness, and our commitment to providing a healthy and safe space, we must all live by standards outlined above.

Attendance

You are hired to perform important functions at VideoAmp. As with any group effort, operating effectively takes cooperation and commitment from everyone. Therefore, attendance and punctuality are very important. Unnecessary absences and lateness are disruptive, expensive, and place an unfair burden on fellow employees and teams. We expect excellent attendance from all employees. Excessive absenteeism or tardiness will result in disciplinary action up to and including termination.



We do recognize, however, there are times when absences and tardiness cannot be avoided. In such cases, employees are expected to notify the People Leader as early as possible, but no later than the start of the workday. Asking another employee, friend or relative to give this notice is improper and constitutes grounds for disciplinary action. Employees should call, stating the nature of the situation and its expected duration, for every day of absenteeism.

Unreported and unexcused absences of three (3) consecutive workdays may be considered a voluntary resignation of employment with the Company.

We understand that there is a lot that goes on outside of work, and we are here to support you inside and out. Please always communicate with your People Leader if you need to leave or be away from your computer during work hours. For those that are non-exempt, you need to clock out for the time away and ensure it's accurately reflected on your timecard.

Telephone Policy

We recognize that cell phones are an integral part of everyday life and are a great asset if used for productivity apps, calendars, business calls, and the like. This employee cell phone policy outlines our guidelines for using cell phones and other mobile devices at work.

As a general guideline, employees should refrain from:

1. Playing games on their cell phone during work hours
2. Using their device's camera or microphone to record Company Confidential Information
3. Using their device for any reason while driving a Company vehicle or their personal vehicle for work-related purposes
4. Use their device in an area where cell use is explicitly prohibited (e.g., stages, Round Ups, and other meetings as designated)
5. Disturbing colleagues by speaking on their phone for personal reasons during work hours
6. Downloading, uploading, or viewing inappropriate, illegal, or obscene material on any device or over the business's Internet connection.

Cell Phone Safety

Safety must come before all other concerns. VideoAmp expects employees whose job responsibilities include regular or occasional driving and who use a cell phone for business use to refrain from using their phone while operating a vehicle. Regardless of the circumstances, including slow or stopped traffic, the Company strongly encourages employees to pull off to the side of the



road and safely stop the vehicle before placing or accepting a call. If employees must take or make a phone call, they must use a hands-free option such as a headset or speakerphone. Under no circumstances are employees allowed to place themselves or others at risk to fulfill business needs.

Hold on to that text!! We all know texting and driving is wrong and against most state laws. Because we all need to be good drivers, please do not read, text or send messages while driving. If you absolutely need to respond, pull over to a safe spot to respond.

Employee Appearance

What to wear!! VideoAmp strives to be modern and professional while still having fun! Personal appearance is an essential part of this image. As such, employees are expected to present a professional, contemporary and sharp image to clients, visitors, customers and the public. VideoAmp may lawfully impose dress and/or appearance standards, but will not do so in a manner that discriminates against or unduly burdens a protected class member in their employment (such as, for example, restrictions on the wearing of protective hairstyles historically associated with race), nor will the Company do so in a manner that prevents or limits the wearing of union-supportive clothing. Vampers may dress consistent with their gender identity or gender expression.

We ask Vampers to use good judgment and common sense with regard to dress and appearance. Please dress in a manner that is consistent with both their place of work and the type of work they perform. Do not wear overly revealing attire. Ask yourself...if you saw your grandmother today, would she approve?

Also, please keep in mind that some individuals may be allergic to such things as perfumes, colognes and lotions. If you use such items, please use them in moderation and with consideration for those around you.

If an employee needs accommodation to their dress code for religious or medical reasons, the employee needs to notify the People Team as soon as possible.

Any questions or complaints regarding the appropriateness of attire should be directed to the People Team department.

Smoking

As part of VideoAmp's wellness efforts to provide a safe and healthy workplace, smoking, including vaping or the use of electronic cigarettes, is prohibited inside and outside Company premises. Meaning no smoking in the work areas, break areas, patios, bathrooms, conference rooms and hallways.



Security & Safety

VideoAmp wants to always maintain safe, healthful and efficient working conditions for all of its employees, customers and visitors. Accordingly, VideoAmp will safeguard Company property, equipment and operations by establishing and maintaining the following policies.

VideoAmp is strongly committed to providing a safe workplace for everyone. In keeping with this commitment, the Company has established a policy that provides "zero tolerance" for actual or threatened violence against employees, customers, visitors, or any other person who has contact with employees in the course of their duties. Security and safety in the workplace are every employee's responsibility. It is therefore essential that every employee understand the importance of workplace safety and security.

In order to promote compliance with this policy and maximize our efforts to provide a safe and secure workplace that is free from violence, the Company, as part of its written Injury and Illness Prevention Plan ("IIPP"), has established security measures and practices. It will also provide programs to train and retrain employees as appropriate. This will assist employees and the Company to make the workplace more secure, and to remedy any problems and workplace security hazards that are identified before they lead to injuries. The Engagement & Experience Team in the People Department has the responsibility of implementing, administering, monitoring, and evaluating the safety program. However, its success depends on the alertness and personal commitment of all.

In situations where an employee becomes aware of an imminent act of violence, a threat of imminent violence, or actual violence, emergency assistance must be immediately sought. In such situations, the employee should immediately contact their People Leader and, if necessary and appropriate, law enforcement authorities by dialing 911.

Emergency Conditions

In compliance with laws enacted January 1, 2023: In the event of an emergency condition, the Company will not, unless otherwise permitted by applicable law: (1) take or threaten adverse action against any employee for refusing to report to, or leaving, a workplace or worksite within the affected area because the employee has a reasonable belief that the workplace or worksite is unsafe or (2) prevent any employee from accessing the employee's mobile device or other communications device for seeking emergency assistance, assessing the safety the safety of the situation, or communicating with a person to verify their safety.

When feasible, an employee shall notify the Company of the emergency condition requiring the employee to leave or refuse to report to the workplace or worksite prior to leaving or refusing to report. When prior notice is not feasible, the employee must notify the Company of the emergency



condition that required the employee to leave or refuse to report to the workplace or worksite after leaving or refusing to report as soon as possible.

For the purposes of this policy, "emergency condition" means the existence of one of the following: (1) conditions of disaster or extreme peril to the safety of persons or property at the workplace or worksite caused by neutral forces or a criminal act or (2) an order to evacuate a workplace, a worksite, a worker's home, or the school of a worker's child due to natural disaster or a criminal act. "Emergency condition" does not include a health pandemic.

Weapons

In the interest of maintaining a workplace that is safe and free of violence, VideoAmp prohibits the presence or use of firearms and other weapons on the Company's property.

Company Equipment

All Company business machines, equipment and furnishings, including, but not limited to desks, cabinets, files and lockers, are Company property and the Company reserves the right to monitor, access, and inspect such equipment and furnishings. Therefore, employees should have no anticipation of privacy with respect to any information or materials stored in Company-owned equipment or furnishings.

Voice Mail, Email, And Computer Files

Company-provided voice mail, e-mail, computers, tablets, cell phones and any and all electronic equipment are to be used for business purposes only and may not be used for personal business. These systems are maintained by VideoAmp in order to facilitate Company business. Therefore, all messages sent, received, composed and/or stored on company issued devices and systems (even with offsite providers) are the sole property of the Company and should not be deleted, even in the case where the employee separates from the Company.

Company computers should only access online databases or Internet services for work-related purposes. We understand that, on occasion, employees may need to conduct personal business using computing resources. Such use must be limited to break times and employees must not excessively use computing and network resources for personal reasons. Excessive use of computer and/or network resources includes but is not limited to listening to audio broadcasts (live or prerecorded) on the Internet, viewing video broadcasts (live or prerecorded), and downloading large data files for personal use.

Messages or communications on the Company's voice mail, e-mail, or computer systems are subject to the same policies regarding harassment and discrimination, as are any other workplace



communications. The Company will not tolerate offensive, harassing or discriminatory content. Content that is considered offensive includes, but is not limited to, any message which contains sexual implications, racial slurs, gender-specific comments, or any other statement that offensively addresses someone's age, sex, sexual orientation, pregnancy status, marital status, religious or political beliefs, ancestry, national origin, citizenship or disability.

Employees should have no anticipation of privacy with respect to Company-provided voice mail, e-mail, text-messaging, instant messaging, or any other computer or electronically based communications – regardless of whether such information is stored on the Company's systems or by an outside provider (including, but not limited to, a phone Company or off-site server) ("Electronic Communication"). The Company reserves the right to monitor, access, and inspect computers, e-mails, voice mails, and other electronically stored documents and data that are used by employees whether on the premises or elsewhere, including but not limited to laptops, employee computers used to telecommute, smartphones, tablets, portable "jump" or USB drives, external hard drives, host computers, file servers, workstations, stand-alone computers, software, voice mail, fax transmissions, telephones of any type, and internal or external communication networks, and all other Electronic Communications. This may be done without notice to an employee and in the employee's absence. Even when a message is erased, it may still be possible to retrieve it from a backup system. Therefore, employees should not rely on erasure of messages to guarantee that a message remains private. Nothing contained in this or any other materials generated by the Company or its employees, or any statement made by any employee of the Company, shall create an expectation of privacy to an employee's Electronic Communication. Only the Owners of the Company can modify this lack of expectation of privacy, and only then with a signed writing.

Notwithstanding the Company's right to retrieve and review such material, such material should be treated as confidential by other employees and accessed only by the intended recipient. Employees are not authorized to retrieve any voice mail or e-mail messages that are not addressed to them.

Employees are prohibited from using passwords without prior Company authorization and registration. The existence of a password on voicemail, e-mail or computer systems is not intended to indicate that messages or other communications will remain private.

Employees are prohibited from loading any software onto a Company-provided electronic device where such action would violate the software license. Employees are prohibited from loading any software onto a Company-provided device without the express approval of their People Leader.

The e-mail system should not be used to send (upload) or receive (download) copyrighted materials, trade secrets, proprietary information, or similar matters without prior authorization from the Company.



Blogging and Social Media Policy

Here at VideoAmp, we know that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also has certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media.

Primarily, we'd like to protect the Vampers, VideoAmp and the work done by guarding all confidential information, trade secrets, proprietary data, brand, trademark, copyrights, assets, employee, customers, and market and goodwill value.

This policy is not intended to negatively affect any employee's NLRA Section 7 rights. The participation of the Company's employees in online activities (including, without limitation, web logs or "blogs", and social media web sites including Facebook, Twitter, LinkedIn, Snapchat, Instagram, Tumblr, Blogspot, Friendster, TikTok, etc.) can drive business and support development of professional and personal relationships. However, damage may be caused when the lines between the personal and professional are blurred, or when the informal, fast-paced nature of social media has led to the posting of unauthorized and inappropriate material. As a result, all Vampers should use discretion when posting content online and should assume that any online content is public, permanent, and viewable by co-workers, People Leaders and competitors.

The following policy and guidelines address Company employees' participation in online activities. This policy supplements all other Company policies, which continue to apply with full force to the online conduct of employees. Nothing in this Playbook or in this policy is intended to prevent employees from freely discussing their own wages, hours, or working conditions, including in the context of social media.

Responsibility for Online Activities; Attribution:

Employees should not use social media tools in their "official" employment capacity without express written permission from the appropriate People Leader pursuant to Company policy. When conducting authorized Company business, employees should identify themselves as being affiliated with the Company; provided that they clearly state that their online activity represents their individual views and not those of the Company. When an employee engages in any other online activity that is not connected to their authorized Company business, the employee may not declare any affiliation with the Company.

Be cautious that your professional life frequently overlaps with your personal life when you participate in online communities and forums and you may want to ensure that your profile and posted content are consistent with how you wish to present yourself in a professional setting.

If you make an error online, promptly correct your mistake. Respect copyright and fair use laws, including the Company's own copyrights and brands. Follow the terms and conditions of use that have been established by each venue used for your social computing activities. Always express only your personal opinions. Never represent yourself as a spokesperson for the Company or any of its owners.



Improper Use

Employees are prohibited from using any Company technology for personal use (including blogs and personal networking sites), subject to limited restrictions defined herein, and, therefore, may not engage in personal online activities during working time or via Company-provided technology. Further, Vampers must not use blogs, social media, or other online services in violation of state or federal law, Company policies, or the Web sites providing such services. Employees are also responsible for complying with the FTC regulations on endorsements (<http://www.ftc.gov/opa/2013/03/dotcom.shtm>).

Social media endorsements of any type on any site do not constitute a Company-sponsored endorsement of a positive job reference. Requests for references must be submitted to the People Team Department as established in the Employee References section.

Prohibited activities include, but are not limited to:

1. Violating the Company's Confidentiality and Electronic/Media Communication Policies.
2. Disclosing trade secrets, confidential, proprietary or other information regarding the Company or any of its products.
3. Using VideoAmp's Confidential Information in contributing to commentary about the Executives/Owners or their personal or professional activities, the Company's financial affairs or the Company's business plans/prospects. This policy shall apply regardless of whether the commentary is personal or in the course of business, and regardless of whether the employee discloses his/her affiliation with the Company.
4. Using the Company's copyrighted material or trademarks without prior permission from the Company. If you become aware of any unauthorized use of Company content or trademarked property, immediately report the matter to the People Team.
5. Making inaccurate statements about the Company, the Company's employees, affiliates, business partners or competitors, Owners or engaging in any activity that may harm the Company's or the Company's owners' brands, images, or reputations, provided that nothing contained herein shall limit or otherwise negatively affect any rights that employees may have under Section 7 of the National Labor Relations Act. Notwithstanding the foregoing, nothing in this policy shall preclude employees from making truthful statements that are acceptable or required by applicable law, regulation, or legal process.
6. Posting material that contains viruses, Trojan horses, worms, time bombs, cancelbots or any other computer programming routines or engines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data, or information.



7. Engaging in any discriminatory, harassing, or retaliatory conduct online, including conduct that affects any other employee, client, partner or that would otherwise violate the Company's Equal Employment Opportunity policy or the Anti-Harassment Policy.

Procedure for Policy Violations

Violations of this policy may result in disciplinary action, up to and including termination. The Company reserves its right to demand removal of content which violates this or other Company policies or is otherwise seen as compromising to the Company. It is impossible to anticipate every situation that may arise, so any question about proper conduct or practices, whether covered by this policy or not, should be discussed with the employee's People Leader.

Reporting Inappropriate Content

If you become aware of social computing behavior or content that is not keeping with this Social Media Policy, you should immediately report the inappropriate content to the People Team.

Media Contact and Press Inquiries

Events may occur relating to the Company or the Owners that will draw immediate attention from the news media. The news media may include newspapers, Internet organizations, newswire services, business magazines, trade publications, radio, and television networks/stations. It is prudent that people endorsed as a media trained and company approved representative speak for the Company to deliver an appropriate message and to avoid giving misinformation in any media inquiry. While reporters frequently may contact employees through e-mail, social media, phone, or any other means, and may ask questions about a matter, good reporters identify themselves prior to asking questions. Every Vamper is expected to adhere to the following media policy:

Dealing with the media and various press personalities (editors, reporters, writers, etc.), is not to be taken lightly. As a company, it is imperative that we clearly define who our spokespeople are and ensure that they are properly trained to interact with the media as representatives of our company.

Employees should not speak to a member of the media on behalf of VideoAmp at any time without approval from, and consultation with, the Marketing Communications Department. This includes all press and media requests. Only a select group of people at the organization are media trained and authorized to represent the company. Disclosing any of the Company's confidential information or trade secrets or speaking, on behalf of the Company to the media without prior authorization, will result in corrective action, up to and including termination.

This Policy is intended to add to, not contradict, limit, or replace, applicable mandatory rules, policies, legal requirements, legal prohibitions, and contractual obligations, all of which remain in full force and effect. Any media interactions under this Policy must comply with the relevant policies, internal controls, and guidelines of the Company.



Housekeeping

VideoAmp takes great pride in its appearance in the HQ/HUB spaces and wants our employees to also take great pride in clean workstations, meeting rooms and appearance throughout the facility. We encourage you to follow courteous practices. This means keeping your workplace and surroundings neat, clean and free of articles not in use. Each person has the specific responsibility to clean their immediate work area and to maintain the area in as attractive and safe a manner as possible.

Company & Personal Devices

To the extent Vampers bring personal devices on to the Company's property and/or Company has a reasonable belief that an employee has violated any of the Company's policies, (e.g., taking a photograph or recording any likenesses or activities of the Owners or any visitors, without the Company's express written consent), employees agree that upon the Company's request, employees will promptly submit all requested electronic devices, including, but not limited to, personal cellular phones, cameras, smart phones, iPads or other tablets, and/or laptops, for forensic analysis and review by Company, as appropriate and consistent with all applicable federal and state law.

Company provided devices (cellular telephone, laptop, etc.) may only be used for business-related purposes. We request all employees refrain from using their own personal devices to conduct Company business, unless authorized to do so in writing, by the Company. Remember we work for a company and there is no personal privacy in any matter stored in, created, received, or sent over a Company-issued device. VideoAmp may monitor employees' use, access and/or review of any information any time.

Travel & Expense Policy

The Travel & Expense Policy ("Policy") is a guide for VideoAmp business expenses eligible for reimbursement or to be charged to a Corporate Credit Card ("Corp Card"), as well as best practices for submission for all other expenses. This is not an exhaustive list and expenses not mentioned in this Policy should be pre-approved by accounting and/or other relevant parties. All VideoAmp employees ("Vampers") are expected to abide by this Policy and use their best judgment when requesting reimbursement or using their Corp Card. Please always treat the Company's funds as if they were yours, as ultimately this affects our financial performance and everyone's equity value.