

A photograph of two men standing in a field of tall grass and crops. One man is holding a smartphone and looking at it, while the other stands beside him, looking on. The background is a dense line of trees. The entire image has a green and blue color overlay.

# Taranis Code of Conduct

Leading with Integrity



**TARANIS**  
Moving the AcreForward™

# Leading with Integrity

Dear Colleagues,

Taranis' success is based on a shared commitment of doing the right thing for our customers, business partners, communities, and each other. We serve an important purpose: creating opportunities for sustainable and enduring prosperity starting in our local communities and for the benefit of the world.

I am excited about the opportunities and challenges that lie ahead of us. It will require hard work, focus, and coming together as a team, but if we remain committed to doing the right things the right way, I believe we will be wildly successful.

Our Code of Conduct (our "Code") reflects our culture, core values and defines the expectations we have for how we act and how we make decisions. It highlights our personal responsibility to operate with the highest level of integrity, transparency, and ethical conduct.

The Code is comprehensive, but it can't address every situation. Use good judgment and get additional guidance when needed. If you're concerned that a decision or action is a possible violation of the Code, speak up. It's an important part of ensuring we conduct business with integrity.

Thank you for following our Code, living our values, and fulfilling our purpose.



*Opher Flohr*  
**Opher Flohr**  
Chief Executive Officer



# Our Purpose, Vision and Mission



## PURPOSE (WHY?)

Creating opportunities for sustainable and enduring prosperity starting in our local communities and for the benefit of the world.



## VISION (HOW?)

We are the only crop intelligence platform 100% focused on helping advisors and growers demonstrate and see value in every acre before, after, and during the crop season.



## MISSION (WHAT?)

We help build a better, more informed value chain through full-service, leaf-level data capture & artificial intelligence that accelerates decision making, simplifies management, and improves the bottom line.

# Our Values

In 2023, we updated our values to align with Taranis' current business practices and strategy. This was done through a collaborative process, in which we held interactive meetings with our leadership to identify and vote on our final values. We are confident that the new values we've established, accurately represent our commitment and inner drive to create a better world through data-driven agriculture.

## RESPECT

Respect is the foundation of our interactions, valuing each individual's perspectives, expertise, and contributions, whether they are colleagues or customers.

## ACCOUNTABILITY

Accountability means taking ownership of our actions, decisions, and their outcomes, demonstrating transparency and reliability to both colleagues and customers.

## COLLABORATION

Collaboration is the cornerstone of our success, fostering partnerships with colleagues and customers to co-create value and drive mutual growth toward the same goal.

## COMMITMENT

Commitment entails dedicating ourselves to our mission, vision, and the promises we make to both colleagues and customers, striving for their success and satisfaction.

## INNOVATION

Innovation drives our growth and evolution, inspiring us to challenge complacency, take risks, explore new ideas, and pioneer creative solutions that benefit both colleagues and customers.





# Our 25 Guiding Principles

The Code of Conduct is built on our guiding principles, which are beliefs that we hold deeply and represent what we stand for. They help guide how we make decisions every day.

## 01 LIVING OUR CODE

1. We Lead with Integrity
2. We Are All Accountable
3. We Look to Leaders to Set the Tone
4. We Do the Right Thing
5. We Always Speak Up and Protect Those That Do

## 02 OUR PEOPLE

6. We Treat Each Other With Respect
7. We Foster Diversity and Equal Opportunity
8. We Prevent Harassment and Discrimination
9. We Create a Safe and Secure Work Environment
10. We Respect the Privacy of Individuals

## 03 OUR CUSTOMERS

11. We Compete to Win. But Always Fairly.
12. We Provide Quality Products and Services
13. We Avoid Conflicts of Interest
14. We Respect Intellectual Property
15. We Do Not Engage in Bribery

## 04 OUR COMPANY

16. We Maintain Accurate Business Records
17. We Protect Confidential Information and Data Privacy
18. We Use Information and Communications Systems Responsibly
19. We Communicate Responsibly with External Parties
20. We Follow Anti-Bribery and Anti-Corruption Laws

## 05 OUR COMMUNITIES

21. We Promote Environmental Sustainability
22. We Support Our Communities
23. We Believe in Good Citizenship
24. We Abide by Global Trade Laws
25. We Respect Human Rights

01

## Living Our Code

### 1. We Lead with Integrity

The success of our business depends on the trust and confidence we earn from our Taraners (Taranis employees), customers and business partners. We gain credibility by adhering to our commitments, displaying honesty and integrity. We reach company goals solely through honorable conduct. It is easy to say what we must do, but the proof is in our actions. Ultimately, we are judged on what we do.

When considering any action, it is wise to ask: Will this build trust and credibility for Taranis? Will it help create a working environment in which Taranis can succeed over the long term? Can I follow through on my commitments? The only way we will maximize trust and credibility is by answering “yes” to those questions and by working every day to build our trust and credibility.

### 2. We Are All Accountable

Each of us is responsible for knowing and adhering to the standards set forth in this Code and for raising questions if we are uncertain about company policy. If we are concerned about whether the standards are being met or are aware of violations of the Code, we must contact the P&C department. Taranis takes seriously the standards set forth in the Code, and violations are cause for disciplinary action up to and including termination of employment.







### 3. We Look to Leaders to Set the Tone

Management has the added responsibility for demonstrating, through their actions, the importance of this Code. Ethical behavior is the product of clear and direct communication of behavioral expectations, modeled from the top and demonstrated by example. Again, our actions are what matter most.

To make our Code work, managers must be responsible for promptly addressing ethical questions or concerns raised by employees and for taking the appropriate steps to deal with such issues. Managers should not consider employees' ethics concerns as threats or challenges to their authority, but rather as a form of business communication. At Taranis, we want the ethics dialogue to become a natural part of daily work.

### 4. We Do the Right Thing

At times, we are all faced with decisions we would rather not have to make and issues we would prefer to avoid. Sometimes, we hope that if we avoid confronting a problem, it will simply go away.

At Taranis, we must have the courage to tackle the tough decisions and make difficult choices, secure in the knowledge that Taranis is committed to doing the right thing. At times this will mean doing more than simply what the law requires. Merely because we can pursue a course of action does not mean we should do so.

Although Taranis's guiding principles cannot address every issue or provide answers to every dilemma, they can define the spirit in which we intend to do business and guide us in our daily conduct.

## 5. We Always Speak Up and Protect Those That Do

At Taranis, everyone should feel comfortable to speak their mind, particularly with respect to ethical concerns. Managers have a responsibility to create an open and supportive environment where employees feel comfortable raising questions. We all benefit tremendously when employees exercise their power to prevent mistakes or wrongdoing by asking the right questions at the right times.

Taranis will investigate all reported instances of questionable or unethical behavior. In every instance where improper behavior is found to have occurred, the company will take appropriate action. We will not tolerate retaliation against employees who raise genuine ethics concerns in good faith.

**You may raise your concerns by email: [TheCode@taranis.ag](mailto:TheCode@taranis.ag)**







02

## Our People

### 6. We Treat Each Other with Respect

We all deserve to work in an environment where we are treated with dignity and respect. Taranis is committed to creating such an environment because it brings out the full potential in each of us, which in turn contributes directly to our business success. We cannot afford to let anyone's talents go to waste.

We don'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 lead to personal attacks. An environment where people feel uncomfortable or threatened is not a productive or creative one.

### 7. We Foster Diversity and Equal Opportunity

Taraners come from a variety of different backgrounds, bringing unique talents and perspectives to our organization. At Taranis, we celebrate our diverse workforce and make sure that everyone has an equal opportunity to succeed. We recruit, train, and advance our employees based on their qualifications and merit, regardless of race, sexual orientation, gender identity, language, religion, political or other opinion, national or social origin, disability, or other status.

## 8. We Prevent Harassment and Discrimination

Taranis is an equal employment company and is committed to providing a workplace that is free of discrimination of all types and from abusive, offensive, or harassing behavior. Any Taraner who feels harassed or discriminated against should report the incident to their manager or to the People & Culture (“P&C”) team. To avoid such incidents in the first place, all Taraners are obligated to attend a yearly training session on respectful work environments and the prevention of sexual harassment.

Taranis will not tolerate discrimination, harassment or any behavior or language that is abusive, offensive, or unwelcome. All Taraners are expected to support an inclusive workplace by adhering to the following conduct standards:

- ▶ **Treat others with dignity and respect at all times.**
- ▶ **Address and report inappropriate behavior and comments that are discriminatory, harassing, abusive, offensive, or unwelcome.**
- ▶ **Foster teamwork and employee participation, encouraging the representation of different employee perspectives.**
- ▶ **Avoid slang or idioms that may be offensive.**
- ▶ **Confront the decisions or behaviors of others that are based on conscious or unconscious biases.**







## 9. We Respect the Privacy of Individuals

We're committed to being good stewards of the personal information entrusted to us by Taraners, customers, business partners, and other individuals. We must ensure that all personal information under our care is handled lawfully, fairly, transparently, and securely. We never forget this data is private and must be treated with respect – not just because laws strictly demand it, but also because it is the right thing for a responsible business to do.

## 10. We Create a Safe and Secure Work Environment

Safety is a precondition for our business and integrated into our values and in everything we do. We want to provide our employees and everyone working for Taranis a healthy, safe, and secure workplace.

Acts or threats of violence interfere with our commitment to health and safety and will not be tolerated. Any threatening behavior, even if made in a seemingly joking manner, must be reported immediately. If you or someone you know is in immediate danger, call local law enforcement authorities before reporting the incident through the normal channels.

If you report to work under the influence of drugs or alcohol, you threaten the safety and health of yourself and others. We are prohibited from possessing, using, or working under the influence of alcohol, illegal drugs, controlled substances, or misusing over the counter and prescription drugs in the workplace.

03

## Our Customers

### 11. We Compete to Win. But Always Fairly

We are dedicated to ethical, fair, and vigorous competition. We will sell Taranis' products and services based on their merit, high quality, functionality, and competitive pricing. We will make independent pricing and marketing decisions and will not improperly cooperate or coordinate our activities with our competitors. We will not offer or solicit improper payments or gratuities in connection with the purchase of goods or services for Taranis or the sales of its products or services, nor will we engage or assist in unlawful boycotts of particular customers.

### 12. We Provide Quality Products and Services

We are committed to innovation, continuous improvement, an intense focus on customer needs, and a dedication to meet those goals with a sense of urgency. As Taraners, we have a commitment to maintain these expectations and to ensure that our business partners also dedicate themselves to achieving similarly high standards of quality as it relates to our products and services.







### 13. We Avoid Conflicts of Interest

We act in the best interests of Taranis. We avoid any relationship or activity that might impair, or even appear to impair, our ability to make objective and fair decisions when performing our jobs. At times, we may be faced with situations where the business actions we take on behalf of Taranis may conflict with our own personal or family interests. We owe a duty to Taranis to advance its legitimate interests when the opportunity to do so arises. Determining whether a conflict of interest exists is not always easy to do. Before engaging in any activity, transaction or relationship that might give rise to a conflict of interest, Taraners must seek a review from their managers or the P&C department.

### 14. We Respect Intellectual Property

Gathering information about our product and service categories is essential to protecting our market position, but we must be careful to acquire information only in a legal, ethical, and respectful manner. It is important that we respect the property rights of others. We will not acquire or seek to acquire improper means of a competitor's trade secrets or other proprietary or confidential information. We will not engage in unauthorized use, copying, distribution or alteration of software or other intellectual property.

## 15. We Do Not Engage in Bribery

Our relationships with customers, suppliers and others must be based entirely on sound business decisions and fair dealing. Business gifts, meals, entertainment, and travel (GMET) can help build relationships, but they can also make it harder to be objective about the person or company providing them. When giving or receiving GMET, we must be careful to avoid any potential or actual conflict of interest, improper influence, or appearance of improper influence. All GMET must be:

- ▶ **For a legitimate business purpose**
- ▶ **Not to improperly influence**
- ▶ **Open and transparent**
- ▶ **Reasonable and appropriate**
- ▶ **Accurately recorded**





## 04

## Our Company

### 16. We Maintain Accurate Business Records

We create, retain, and dispose of our company records as part of our normal course of business in compliance with all Taranis policies and guidelines, as well as all regulatory and legal requirements.

All corporate records must be true, accurate and complete, and company data must be promptly and accurately entered in our books in accordance with Taranis' and other applicable accounting principles.

We must not improperly influence, manipulate, or mislead any unauthorized audit, nor interfere with any auditor engaged to perform an internal independent audit of Taranis books, records, processes, or internal controls.

### 17. We Protect Confidential Information and Data Privacy

Integral to Taranis' business success is our protection of confidential company information, as well as nonpublic information entrusted to us by employees, customers, and other business partners. Confidential and proprietary information includes such things as pricing and financial data, customer names/addresses, or nonpublic information about other companies, including current or potential suppliers and vendors. We will not disclose confidential and nonpublic information without a valid business purpose and proper authorization.

### 18. We Use Information and Communications Systems Responsibly

Taraners and those who represent Taranis are trusted to behave responsibly and use good judgment to conserve company resources. Managers are responsible for the resources assigned to their departments and are empowered to resolve issues concerning their proper use.

Generally, we will not use company equipment such as computers in the conduct of an outside business or in support of any religious, political, or other outside daily activity, except for company-requested support of nonprofit organizations. We will not tolerate the use of company resources to create, access, store, print, solicit or send any materials that are harassing, threatening, abusive, sexually explicit, or otherwise offensive or inappropriate.

### 19. We Communicate Responsibly with External Parties

We will not make statements to the news media on Taranis' behalf, or provide company information to outside parties, without authorization. Good judgment and common sense must always be used when posting on social media outlets. Remember, once a statement is posted, it cannot be retracted. Consider how the public will view your comments. To ensure that we speak with one voice and provide accurate information about the company, all media inquiries should be directed to the Marketing department.

### 20. We Follow Anti-Bribery and Anti-Corruption Laws

Taranis is committed to winning business only on the merits and integrity of its products and solutions. We pursue our business objectives with integrity and in compliance with the law, no matter where we are operating. We comply with applicable laws in all the countries in which we do business, including all the anti-bribery and corruption laws.





## 04

## Our Communities

### 21. We Promote Environmental Sustainability

We recognize our environmental and societal responsibilities. Climate and environmental sustainability are important factors in our long-term business success. We believe that Taranis, in partnership with our business partners, can create positive change for our environment, and bring sustainable solutions to customers across the communities in which we serve.

We aim to protect and safeguard the natural environment, contribute to reducing greenhouse gas emissions, have a positive environmental impact, and ensure we comply with all applicable climate and environmental laws and regulations.

### 22. We Support Our Communities

We seek to be an active and contributing member of each community in which we do business, and to create long-term, mutually beneficial relationships in the communities where we operate. Everywhere we work, we strive to make people's lives better by contributing time and resources to promote welfare and economic stability. We encourage all employees to share our values and participate in community activities that contribute to the quality of life in the communities where we work and live. Typically, employee participation in these community activities is voluntary.

### 23. We Believe in Good Citizenship

We encourage Taraners to support the well-being of our communities by participating in the political activities of their choice. However, we may only participate in such activities on one's own time outside work. We may never use Taranis' property or resources for personal political activities. In addition, we should never engage in any political activities on Taranis' behalf, unless authorized. When we participate as individuals in public matters or the political process, we must be mindful that such activity is done in our individual capacity as private citizens and not on behalf of our company, and we must make this clear to all involved.

### 24. We Abide by Global Trade Laws

As a global company, international trade laws may apply to our activities, including laws that prohibit certain business activities with and within certain countries, as well as with particular persons or entities that are deemed a threat to security, human dignity and human rights. We are committed to following applicable international trade laws including import and export laws, sanctions, and anti-boycott rules and regulations.

### 25. We Respect Human Rights

We conduct our business in a manner that respects the human rights and dignity of all. Taranis complies with the employment and labor laws in every country and region in which we operate. We respect and support fundamental human rights for all people, and we are never complicit in human rights abuses. We expect our suppliers and business partners to commit to the same.







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