



BUSINESS CONDUCT GUIDELINES



Message from the CEO

At 4i, our Business Conduct Guidelines are more than a document. They reflect how we build trust, deliver impact, and stay true to our values across every region and relationship. Acting with integrity, respecting every individual, and creating long term value through ethical innovation and inclusive partnerships. Each of us contributes to this commitment through our everyday choices, decisions and interactions. Whether you are a client, partner, or future teammate, this is our shared commitment. Thank you for being part of it.

4i Business Conduct Guidelines

At 4i, integrity and respect guide everything we do. These guidelines serve as a reference for ethical decision-making and demonstrate the standards that guide how we conduct business and build trusted relationships clear standards for ethical and lawful conduct that shape how we engage with clients, partners and communities across all regions where 4i operates or delivers services.

Our Core Values

Integrity guides every engagement. Truth, fairness, and ethical standards are central to how we operate. Respect and inclusion shape our culture, where diverse perspectives are valued and every individual is treated with dignity. Accountability ensures that commitments are met and communication remains open and transparent. We foster a healthy, safe and inclusive environment where people are respected, supported, and empowered to do their best work for people, communities, and the planet.



SCOPE OF APPLICABILITY

These guidelines apply to all external parties who engage with 4i including clients, business partners, vendors, prospective employees, and other stakeholders across the regions where we operate or deliver services.

OUR PRINCIPLES

OUR COMMITMENT

Together, we build a culture of integrity, inclusion, and trust by protecting our values, strengthening our partnerships, and acting responsibly in everything we do.

REPORTING CONCERNS

4i encourages anyone who interacts with us to report ethical or compliance concerns. We encourage concerns to be raised in good faith. All reports are treated confidentially, reviewed appropriately, and handled without retaliation. For any queries, please reach out to legal@4iapps.com.

Integrity and Fairness	We conduct our business transparently, comply with all applicable laws, and maintain zero tolerance for bribery, facilitation payments, or unfair practices.
Respect and Inclusion	We treat everyone with dignity, fairness, and respect, creating an environment where people feel safe to express ideas, raise concerns, and contribute without fear of discrimination, harassment, or retaliation
Data Privacy and Confidentiality	We protect client data, intellectual property, and proprietary information with the highest level of care and responsibility.
Accountability and Transparency	We deliver on our commitments, communicate openly, and uphold the highest standards of ethical and financial integrity.
Social Responsibility and Sustainability	We create positive impact by reducing our environmental footprint, supporting local communities, partnering with ethical suppliers, and promoting responsible business practices that respect human rights and labour standards.
Responsible Representation	Only authorized individuals may speak or publish on behalf of 4i. Any external use of our brand or association requires written approval to ensure integrity and accuracy.





For any queries, please reach out to us at
| legal@4iapps.com |

www.4iapps.com