

CODE OF ETHICS

PREAMBLE

Our agency is committed to promoting the highest standards of professionalism, integrity, and ethics in all our communication activities. This code of ethics provides a framework for all our actions and decisions, ensuring that we act responsibly towards our clients, our audience, and society at large.

› FIGHT AGAINST CORRUPTION

Makrea Enterprises condemns all forms of corruption and influence peddling. Corruption is one of the major obstacles to sustainable growth and the economic and sociopolitical development of both emerging and developed countries. Our staff must refrain from offering any advantage to any person (notably public officials) to perform or refrain from performing an act of their function, or to exert their influence to obtain an undue decision in favor of our company.

› FIGHT AGAINST ANTICOMPETITIVE PRACTICES

A healthy competitive environment, conducive to innovation, allows us to offer the best products and services to our clients. **Makrea Enterprises** does not engage in any practice aimed at distorting, hindering, suppressing, or unduly restricting free competition. These practices include, notably, agreements to fix prices or to allocate market shares and tenders.

› PROTECTION OF FREEDOM OF EXPRESSION AND ASSOCIATION

Makrea Enterprises promotes the right to freedom of expression, association, and collective representation, and is committed to ensuring an open social dialogue in all circumstances. Anyone acting on behalf of the agency must refrain from any form of pressure, abuses, and behaviors aimed at altering or hindering the expression of employees.

› PROTECTION OF WORKERS

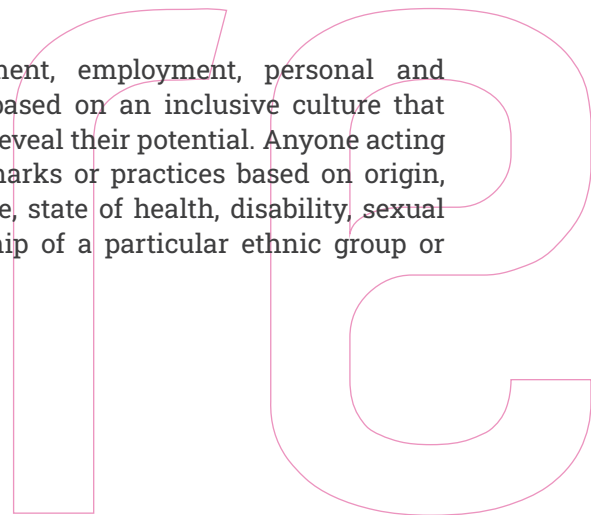
Makrea Enterprises is committed to ensuring a healthy and safe working environment by providing a framework that allows identifying and minimizing the risks related to its activities and by deploying an effective social protection policy. Anyone acting on behalf of the agency must refrain from any behavior that could endanger the life and health of employees and suppliers.

› ENVIRONMENTAL PRESERVATION

Makrea Enterprises complies with all applicable local environmental laws and makes every effort to preserve the environment. Anyone acting on behalf of the agency must refrain from behaviors contrary to the commitments made. Prohibited behaviors include the degradation or destruction, whether voluntary or involuntary, gradual or accidental, of natural environments (air, soil, surface or groundwater), natural resources, and ecosystems.

› FIGHT AGAINST DISCRIMINATION

Makrea Enterprises ensures equal opportunities for recruitment, employment, personal and professional development, and promotion. This commitment is based on an inclusive culture that allows everyone, regardless of their unique characteristics, to fully reveal their potential. Anyone acting on behalf of the Group must refrain from any discriminatory remarks or practices based on origin, gender, family situation, pregnancy, physical appearance, surname, state of health, disability, sexual orientation, age, political opinions, union activities, or membership of a particular ethnic group or religion.



› PROTECTION OF PERSONAL DATA

While the digitalization of activities presents opportunities, it also necessitates the implementation of measures to ensure the confidentiality and secure processing of personal data used by companies. "Personal data" refers to any information relating to an identified or identifiable natural person. MAKREA ENTERPRISES pays particular attention to the protection of personal data entrusted to it. Wherever it operates, it strives to implement appropriate technical and organizational measures to process this data in compliance with the applicable regulations. All agency employees are bound by a confidentiality obligation concerning the protection of personal data to which they have access in the course of their duties.

› APPLICATION AND COMPLIANCE WITH THE CODE

All agency employees are required to be familiar with this code of ethics and to commit to adhering to it in their work. Violations of this code may result in disciplinary actions, including dismissal.


› COMPLIANCE WITH LAWS AND REGULATIONS

We will comply with all laws, regulations, and professional standards applicable to our field of activity, both nationally and internationally.

This code of ethics is dynamic and will be periodically reviewed to reflect changes in legislation, professional standards, and societal expectations. We are committed to maintaining the highest standards of ethics and integrity in all aspects of our communication work.



Hermann Makoundy
Chief Executive Officer



Résidence de l'Estuaire
361, Rue Frédéric Essaka
Ekwalla, Deido - Douala



www.makrea.cm



policy@makrea.cm

