



MARKETSANDMARKETS™

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PARTNER CODE OF CONDUCT

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MarketsandMarkets believe that acting morally, responsibly and with integrity is essential for its business. These core values must be echoed by our own employees and our business Partners who share our commitment to ethical business practices. We have established this Partner Code of Conduct to document our expectations for our partners worldwide to act ethically, responsibly and with integrity in their business practices.

MarketsandMarkets expects all of its business Partners to act with the same fairness, honesty and responsibility and dedication to sustainability and integrity in all aspects of their business. This Partner Code of Conduct highlights important standards that are consistent with MarketsandMarkets' values and which we expect each business Partner including, but not limited to reseller, vendors, suppliers, consultants, brokers, merchants, distributors, dealers, contractors, agents and others, to observe and strictly adhere to.

BUSINESS PRACTICES, ETHICS AND COMPLIANCE

While conducting business with MarketsandMarkets and its customers, MarketsandMarkets Partners will conduct their business practices and activities in accordance with applicable law, with integrity, fairness, respect and in an ethical manner.



Anti-Corruption

MarketsandMarkets is committed to conducting its business free from extortion, bribery and all unlawful, unethical, or fraudulent activity. Partners must not offer, give, promise or authorize any bribe, gift, loan, fee, reward or other advantage to any government official or employee, any customer, any MarketsandMarktes employee or any other person to obtain any business or improperly influence any action or decision. Partners must comply with all applicable international anti-corruption laws and regulations, including the U.S. Foreign Corrupt Practices Act which applies to all partner dealings with and on behalf of MarketsandMarktes.



Fair Competition and Antitrust laws

MarketsandMarkets Partners will conduct their business in full compliance with all applicable fair competition and antitrust laws.



Public Sector Procurements:

When selling to public sector entities, MarketsandMarkets Partners will support fair and open competition by complying with all laws and regulations related to government procurement, tenders, and bids.



Business Records and Accounting:

MarketsandMarkets Partners will not place any orders for MarketsandMarkets technologies, products, support or services without the existence of a corresponding customer order or agreement.



Technology Fraud:

MarketsandMarkets Partners are prohibited from engaging in false or deceptive business practices, including any activities which may mislead customers or consumers.



Conflicts of Interest:

Partners must avoid any situation that may involve a conflict or the appearance of a conflict between their personal interests and the interests of MarketsandMarkets. Partners must not offer or provide gifts or excessive hospitality or entertainment to any MARKETSANDMARKETS employee or client or their families to obtain or retain business or to influence a decision. MarketsandMarkets employees and their family members may not hold any significant economic interest in any entity that does business with MarketsandMarkets and partners are required to avoid such relationships with MarketsandMarkets employees.



Advertising and Marketing:

MarketsandMarkets Partners' advertising and marketing activities will be conducted truthfully, accurately and in accordance with applicable law, rules and regulations. MarketsandMarkets Partners must ensure that all communications to its customers be truthful, accurate, and not misleading.



GOOD WORKING CONDITIONS & HUMAN RIGHTS

The business partners will respect human rights and provide healthy and fair working conditions globally. Business Partner will treat all individuals with respect and fairness and will respect internationally recognized human rights as set forth in the applicable national and international regulations. MarketsandMarkets Partners will provide a safe and healthy work environment, fully compliant with all employment, health and safety laws. No Forced Labor; No Child Labor, Non-Discrimination, no Inappropriate Language no sexual harassment, no workplace harassment etc.

INTELLECTUAL PROPERTY, DATA PROTECTION AND CONFIDENTIAL INFORMATION

Partners may only use MarketsandMarkets’s intellectual property, such as copyrights, patents and trademarks, in a manner permitted under their contract with MarketsandMarkets and may not misappropriate or infringe the intellectual property rights of others. Partners must not misuse any trade secrets or proprietary or confidential information of MarketsandMarkets or of others (including MarketsandMarkets customers) for their own purposes or disclose such information to unauthorized third parties. Partner shall adhere to industry standards for maintaining security awareness and background screening for personnel (as allowed by law), along with security incident reporting. It is Partner’s responsibility to ensure that any sensitive business information or trade secrets gained by virtue of the business activities with MarketsandMarkets (hereinafter referred to as “Business Information”) is held in strict confidence and not improperly used or disclosed to third parties.

ENVIRONMENT AND CLIMATE PROTECTION

The business Partner will operate its business in a safe and responsible manner based on systematic management approach and protecting the environment and will comply with applicable national and international regulations.



COMPLIANCE WITH LAWS

Maintain awareness and comply with all applicable laws and regulations of the jurisdictions where partners operate, including export laws of the United States and other jurisdictions. Where local laws are less restrictive than this Partner Code of Conduct, partners must comply with this Partner Code of Conduct, even if the conduct or act in question would otherwise be legal. On the other hand, if local laws are more restrictive than this Partner Code of Conduct, partners must always, at a minimum, comply with those laws.





NOTIFY **MARKETSANDMARKETS** **OF VIOLATIONS**

Partners are expected to notify MARKETSANDMARKETS if they become aware of any violation of this Partner Code of Conduct or of any unauthorized use of MARKETSANDMARKETS copyrights, trademarks, brands, logos or confidential information by a third party

 partnership@marketsandmarkets.com