



Global Prebiotic Association Code of Ethics and Business Practices

The Global Prebiotic Association and its members consolidate a voice for the prebiotic category and work to protect the category from those that would willfully or unknowingly exploit it through misrepresentation, poor quality, adulterated products or other acts. This Code of Ethics & Business Practices reflects the ethics of the Global Prebiotic Association and its members. All members of the Global Prebiotic Association espouse a commitment to the values of personal integrity, ethical corporate behavior and hold customer safety paramount.

1. The Global Prebiotic Association and its members are committed to establishing and growing a viable, substantiated prebiotic category.

A primary focus of the Global Prebiotic Association will be to establish its definition of 'prebiotic' and work with stakeholders to ensure that this definition stands to scientific rigor, reflects emerging science, and that product claims are appropriately substantiated. GPA member companies wish to prevent exploitation of the term and are committed to raising awareness and education of the benefits and science surrounding prebiotics.

2. Global Prebiotic Association members must conform to the Association's Bylaws, Code of Ethics and Business Practices and any other policies and regulations of the Association.

3. The Global Prebiotic Association and its members must confirm to all the regulatory requirements of their respective federal, state and local governments, as well as the requirements in jurisdictions in which they do business.

Global Prebiotic Association members recognize the critical role of laws and regulations and the government agencies that enforce them to ensure the best interests of the public are promoted and protected.

4. The Global Prebiotic Association and its members will adhere to fair and honest business practices including:

- All business transactions should be conducted in a fair and truthful manner, including all dealings with vendors and customers;
- Members will not engage in false or misleading advertising;
- Members may identify themselves as a Global Prebiotic Association member in advertising and marketing materials, however Global Prebiotic Association involvement should not be used for personal or partisan gain. Members should not infer Global Prebiotic Association endorsement of any of their products unless given permission in writing to do so.

5. Global Prebiotic Association members agree to never discuss or exchange information related to the following areas as they are generally recognized as unlawful or in violation of anti-trust laws:

- Prices or pricing;
- Credit terms, discounts or elements of the terms and condition of sale
- Profit levels, costs or market shares;
- Boycotts or agreements not to deal with competitors, customers or suppliers;
- Allocation or division of markets or customers

6. Global Prebiotic Association members agree to conduct themselves in a professional manner with all customers, prospects, competitors and regulatory agencies, and ensure all representations made in business operations are accurate and consistent.

Members are encouraged to fund and work cooperatively on Prebiotic industry-wide trade issues.

Should the business conduct of any member become prejudicial to the character and welfare of the Association, or if any member exhibits conduct in any way contrary to or in violation of this Code or the Association Bylaws, such conduct will be referred to the Executive Committee, for its consideration which could include Suspension, Expulsion and Reinstatement of Membership as defined by the by-laws of Global Prebiotic Association.

I, _____ (name), representing

_____, (company) hereby acknowledge our support for the

above code and for the association and its initiatives and work plan.

Signature

Date