10 CODE OF ETHICS

1 PURPOSE

LiveCom Alliance (LCA) pursues a professional, sustainable and fair playing field across the live communication / events industry. This Code of Ethics shall govern the spirit and method of all (commercial) activities we undertake whenever, wherever and however we conduct our business.

2 CLIENT FOCUSSED

Clients are our industries number one priority; we always act in the interest of our clients.

3 COLLABORATION

We will work with our clients, and all suppliers and partners, as consummate professionals. We operate on a trust-based model with all whom we work, to secure the best outcome for clients.

4 INTEGRITY

We take pride in conducting our business in a fair and honest way, both internally and externally. We conduct business in the utmost professional manner.

5 RESPECT

We hold affiliates in the highest regard, irrespective of race, religion, abilities, gender or age .

6 PASSION

We bring to bear passion and energy to our work, reinforcing commitment to clients.

7 EXCELLENCE

We hold exceptional standards for distinguished concept creation and level of execution.

8 IMPACT

We strive to deliver strategic and measurable solutions to client's requirements, ensuring maximum impact and ROI.

9 TAXATION

We pledge to obey (pan European) industry tax regulations.

10 LAWFULNESS

We pledge to obey the law of the European Community and/or any other country, where any activity may take place. All activities shall be operated in compliance with statutory, legal and regulatory requirements.

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