



Code of Conduct

/1 July 2023

Approved by the Board on **11 November 2021**



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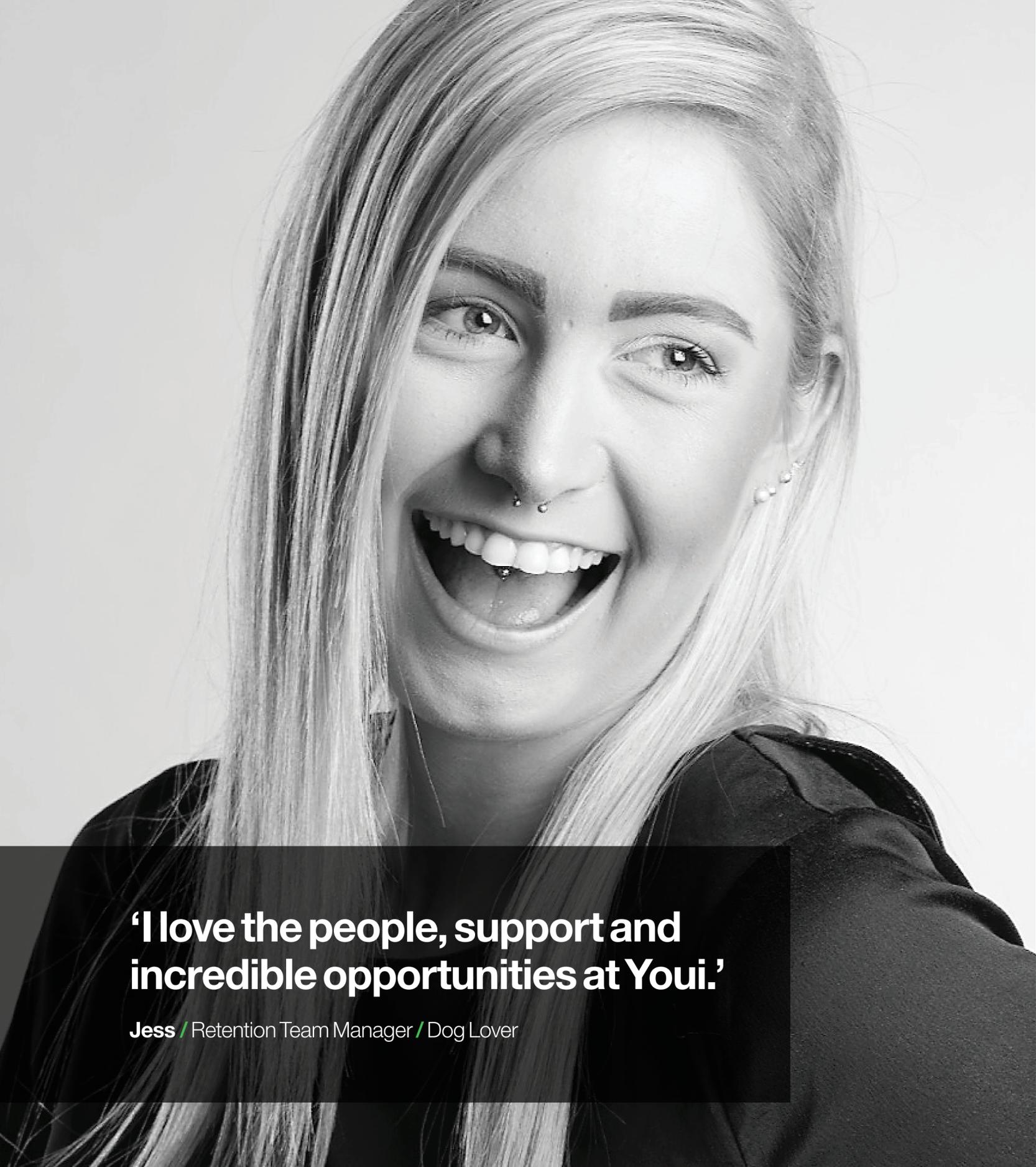
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1

The Youi way



'I love the people, support and incredible opportunities at Youi.'

Jess / Retention Team Manager / Dog Lover



/ Our CEO

We challenge. We strive to provide our customers with a better insurance alternative by exceeding their expectations. We achieve this through our amazing people and technology and aim to build trust in every interaction.

We stand together as Team Youi and live our amazing culture. We passionately provide awesome service and great quality products to our customers. Our shared values underpin everything we do. They guide the way we think, act and make decisions every day. Our values reflect our commitment to our customers, partners, community and each other. We are serious about what we do, but we have fun while we work, which is why our customers love us. We feel proud of who we are and what we stand for. As part of the Youi family, never forget the responsibility you have.

You are Youi and Youi is you.

Nathaniel Simpson

/CEO

Our vision

- / Purpose.**
- / We challenge.**
- / We live our amazing culture.**
- / We provide our customers with a better insurance alternative.**

We are Youi and Youi is us.



/ Awesome Service

/ Human

/ Passionate

/ Dynamic

/ Honest

/ Recognition

/ Our Values

These six key characteristics guide the way that we work every day. They provide a framework for our thoughts, attitudes, actions and appropriate conduct. They underpin our decision making; and reflect our commitment to the customer, community and to each other.

/ **Awesome Service**

/ Human

/ Passionate

/ Dynamic

/ Honest

/ Recognition

We believe that **Awesome Service** is the cornerstone of what makes us successful. We own the moment, go the extra mile and move fast. We always keep our promises and exceed expectations. We challenge ourselves daily as to how we can provide better service.

/ Awesome Service

/ **Human**

/ Passionate

/ Dynamic

/ Honest

/ Recognition

We believe that being **Human** guides our approach. We respect each other, embrace diversity, and stand together. We are part of something great and we look after each other and our partners. We are strong and united as a team. We relentlessly pursue avenues to be better together.

/ Awesome Service

/ Human

/ **Passionate**

/ Dynamic

/ Honest

/ Recognition

We believe being **Passionate** about our purpose is what makes us better than the rest. We are proud to be part of Youi, we love our brand and we live “We are Youi and Youi is us” daily. We take what we do seriously, but we know how to have fun.

/ Awesome Service

/ Human

/ Passionate

/ **Dynamic**

/ Honest

/ Recognition

We believe in being **Dynamic** and that this is how we win.

Always better, different, innovative and agile. We are a challenger, and act as one.

/ Awesome Service

/ Human

/ Passionate

/ Dynamic

/ **Honest**

/ Recognition

We believe that being **Honest** is the only way to be – for success, for development, for growth. We tell it like it is, we do what is right even if no one is watching and we speak up if we are concerned. Open, candid culture is who we are. We see feedback as a gift. We know we can only get better if we are honest.

/ Awesome Service

/ Human

/ Passionate

/ Dynamic

/ Honest

/ **Recognition**

We believe in **Recognition** of great achievements. Those that exceed expectations are rewarded. We celebrate being better by acknowledging and announcing our successes.



2

Our Code of Conduct



‘I love our collective positive culture and ambition for continuous growth.’

Dave / Head of Marketing Strategy, Planning & Insights / Ocean Swimmer

2.0 / Our Code of Conduct

2.1 / What is Youi's Code of Conduct?

Youi's Code of Conduct sets out the expectations for how we act, solve problems and make decisions. The Code is in place to ensure we strive to always do the right thing by our people, customers, stakeholders and the community. It provides a framework of how we expect people working at Youi to behave and interact with others and make risk-based decisions every time. The Code is underpinned by our values. We are expected to uphold the values and also comply with Youi's policies, standards and procedures.

2.2 / Who does our Code of Conduct apply to?

Our Code applies to all employees, contractors, officers, and directors, within the Youi Group. We also expect that anyone representing or working with us (partners, agents, suppliers etc.) will uphold the principles of our Code of Conduct.

2.3 / When does our Code of Conduct apply?

Our Code applies whenever you act on behalf of Youi, or where Youi can reasonably be connected to what you are doing. This may include activities conducted away from the workplace, at work-related events, or outside of work hours.

2.4 / Our leadership commitment

Our leaders are committed to Youi's values and culture. They are responsible for guiding behaviour and leading by example; ensuring their teams are familiar with the Code of Conduct and actioning any questions or concerns raised with them.



Kyle / Quality Control Advisor / Outdoor Adventures, Surfing & Dance

2.5 / How do I use our Code of Conduct?

The Code has been created to help you understand Youi's expectations for how we act, solve problems and make decisions.

When faced with a situation that is not covered by the Code, here are some questions that can help guide you:

- Am I living the Youi values?
- Does the intended action feel like the right and **honest** thing to do?
- Am I providing **awesome service** to the customer by providing a positive customer experience and meeting their needs?
- Is the intended action legal, does it break a law?
- Is this ethical, does it comply with policy and/or meet community expectations?
- Would I feel ok if this situation and my involvement in it was reported in the media?
- Could this potentially cause harm (to customers, employees, individuals or companies)?
- What would my colleagues and family think?
- What would the customer or community think?

If you answered 'no' or 'not sure' in relation to any of the above questions, or need any further guidance, you should follow the process below at [2.7 \(Speaking up with Integrity\)](#).

Sarah / Executive PA / Mountain Hiking

2.6 / What happens if I breach or ignore our Code of Conduct?

We require our people to follow our Code and any other policies, standards and procedures that apply to your role. Anyone found to have breached this Code may be subject to formal disciplinary action. This action could be as serious as termination of employment or may include formal warnings, limiting pay increases and/or incentive payments and benefits. In the cases of breaches of laws or regulations, Youi and the individual may also face civil and criminal sanctions or other serious consequences. In the case of non-employees, we may cease to utilise their services.

2.7 / Speaking up with integrity

We are committed to building a great company to be proud of and we know that our people want to do the right thing. Sometimes, however, the right thing may not be obvious.

If you see something happening that you think is out of step with this Code, please take action.

How to speak up

We understand it is not always easy to speak up. Youi is committed to providing a safe, fair and transparent environment where anyone who raises genuine concerns of wrongdoing or inappropriate conduct can do so without fear of retaliation, are supported, and listened to, regardless of which method you chose to report it.

Any breaches of laws, policies or procedures must be promptly and accurately reported. You can do this in the following ways:

- by logging a risk incident,
- by informing your manager or your executive member, or
- by informing the Board or its relevant committees

If you prefer to raise matters more confidentially or anonymously, you can use the following channels.

To report workplace grievances, please follow the Grievance Resolution Policy.

To report privacy incidents, please report a risk incident or inform the Compliance team.

To report suspected, or actual, instances of misconduct:

- You can contact:
 - Speak Up Program Manager,
 - Head of Operational Excellence,
 - Head of Compliance,
 - Head of Internal Audit,
 - Executive Committee Member, or
 - Board Members.

If you wish to make a protected report, you can ask to be a whistleblower and must report the conduct to the external Speak Up hotline:

Speak Up hotline (phone)

- **Australia:** 1800 324 775
- **New Zealand:** +61 2 9053 9289
- **South Africa:** Email only

Speak Up hotline (online)

- Email: speakup@coreintegrity.com.au

Speak Up hotline (post)

- Youi Speak Up Hotline
PO Box 895, Darlinghurst NSW 1300
- If you raise an issue of reportable conduct, the protections under Youi's Whistleblower Policy may apply. Please refer to the Whistleblower Policy for details.

Youi has a no tolerance attitude to reprisal or retaliation in any form against people who report genuine concerns of wrongdoing, misconduct and/or workplace grievances, in good faith.



**'I love vibing off everyone's energy
and having fun with my job.'**

Macy / Sales Advisor / Crossfit Lover & Laugh Provoker



People first



3.0 / People first

We want Youi to be a great place to work and that means creating a workplace and culture where we treat our people fairly and with respect. Our values (Awesome Service, Honest, Dynamic, Human, Recognition and Passionate) set shared behaviours and standards that help us in the way we work together, how we make decisions and how we meet our customers' needs.



Mick / Claims Recoveries Manager / Canyoning Enthusiast

Our values set shared behaviours and standards that help us in the way we work together, how we make decisions and how we meet our customers' needs.

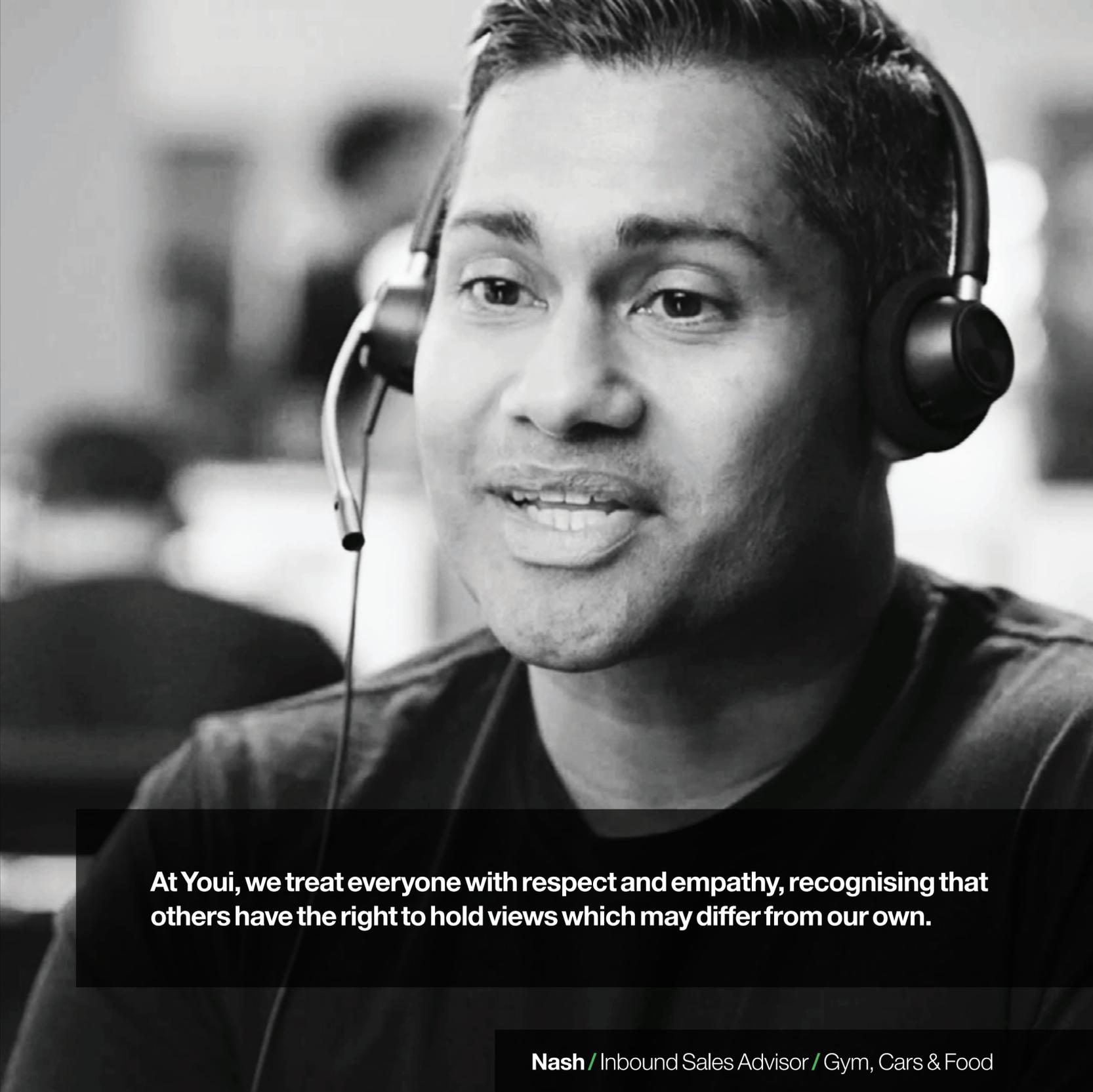
/ Awesome Service / Passionate / Human / Honest / Dynamic / Recognition

We achieve this through our commitment to:

- helping our customers, building trust and delivering value for them,
- encouraging our leaders to be accountable and responsible,
- diversity, inclusion and equality,
- providing a healthy and safe workplace,
- supporting the wellbeing of our people,
- a workplace free from any form of bullying, harassment or discrimination,
- promotion of collaboration and teamwork, and
- contributing back to our communities.

We expect you to:

- treat everyone with respect and empathy,
- work in a safe, responsible and effective way, and ensure the health and safety of others,
- report any issues, incidents or actions which might compromise the safety of the workplace, or the health of our people,
- be fit to perform your duties at all times, unimpaired by drugs, alcohol or other substances,
- disclose potential changes to personal circumstances that may impact your ability to perform your role,
- make employment decisions based on merit,
- always be aware of the impact of your behaviour towards others in the workplace - we won't tolerate behaviour that could be perceived as inappropriate, unreasonable or intimidating,
- recognise that others have the right to hold views which may differ from your own, and
- report breaches of the Code of Conduct.



At Youi, we treat everyone with respect and empathy, recognising that others have the right to hold views which may differ from our own.

Nash / Inbound Sales Advisor / Gym, Cars & Food



4

How we behave

**'I love the team culture
and living the Youi values!'**

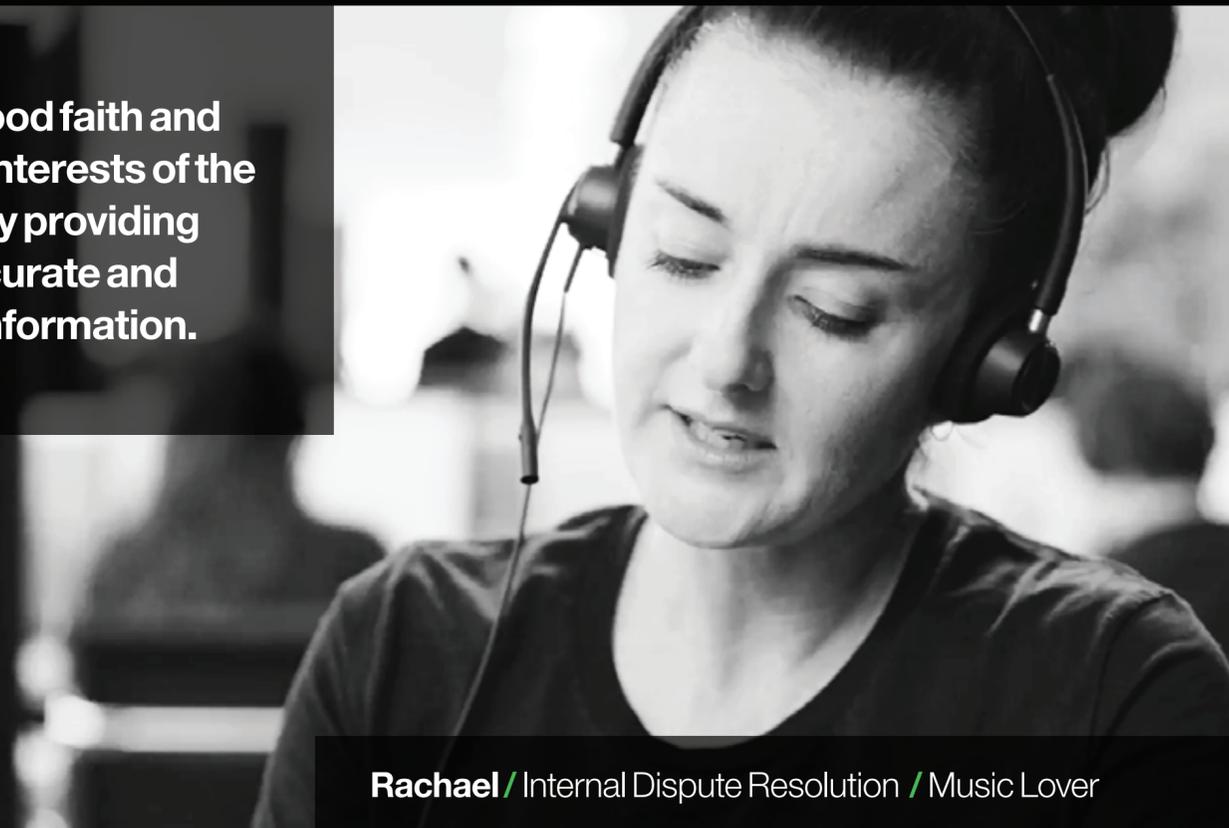
Lachie / Sales Advisor / Rugby & Surfing Enthusiast



4.0 / How we behave

Acting with honesty and integrity, and upholding ethical standards, is essential to everything we do. Our success is based on establishing trust with our customers, stakeholders and communities. We do this by our actions and doing everything the right way. Each of us are ambassadors for Youi. We expect you to maintain a high standard of professionalism at all times.

We act in good faith and in the best interests of the customer by providing honest, accurate and complete information.



Rachael / Internal Dispute Resolution / Music Lover

In practice this means:

- acting in good faith and in the best interests of the customer,
- providing honest, accurate and complete information to the customer,
- obeying the law,
- exercising due care and following Youi's policies, standards and procedures,
- always acting within Youi's risk appetite and ensuring issues are escalated swiftly if this isn't the case,
- respecting people's differences and dealing with everyone without prejudice or discrimination,
- speaking up if we see or suspect something is not right,
- ensuring your judgement and decisions are not compromised by conflicts of interests such as personal, family or friends' interests,
- not accessing or processing transactions on our own policies or claims, or those of our family and friends,
- only providing general advice, not personal advice, about products and services to customers,
- working to the best of our abilities and seek to continually improve our skills and knowledge. We complete the training, learning and any competency requirements, and hold any accreditations required for our roles, and
- we challenge ourselves to be better, always looking to improve how we serve our customers and help each other to be more productive, successful and awesome.

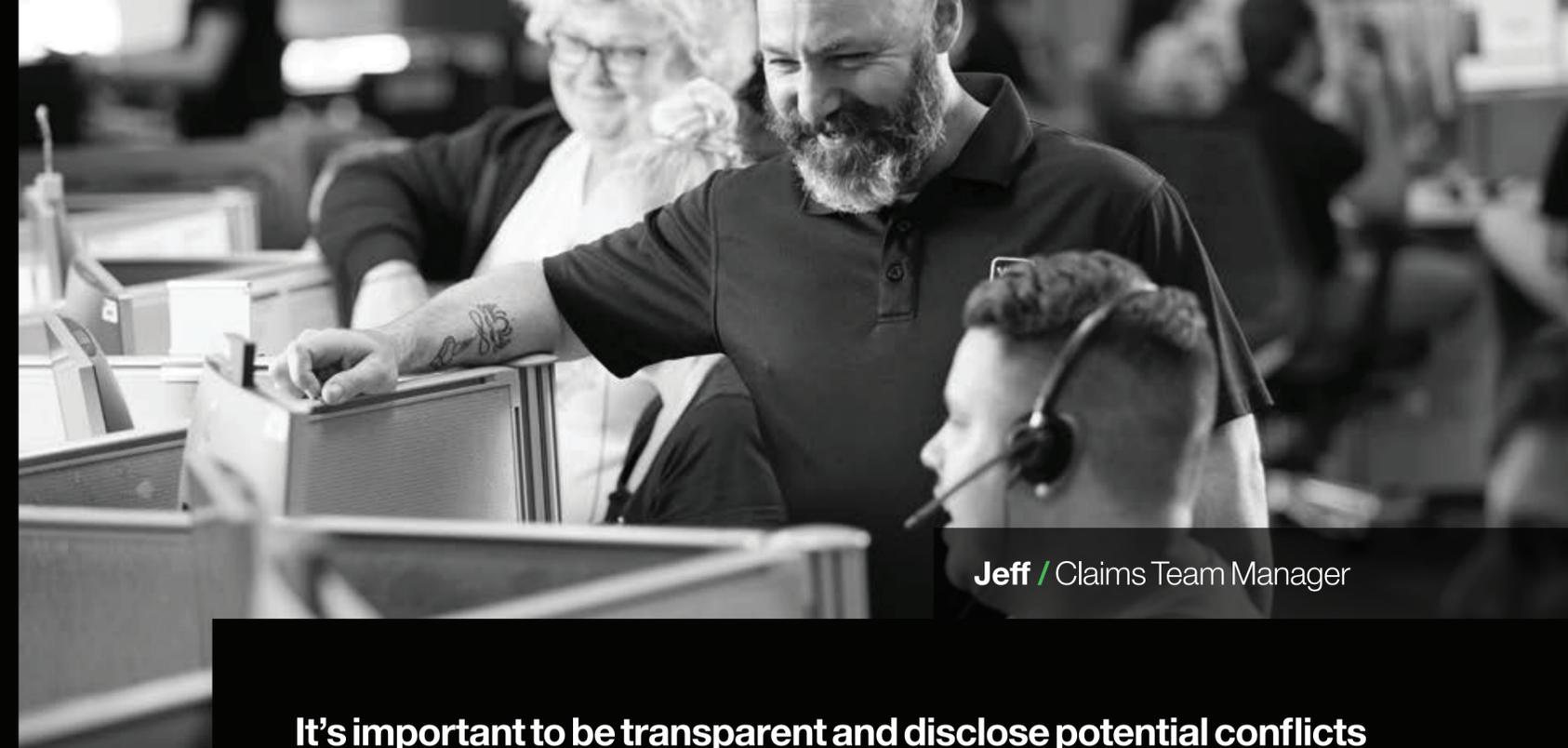
4.1 / Conflicts of Interest

We value trust and honesty in our relationships by ensuring business decisions are made in the best interests of our customers and our people, and are not based on any personal interests.

We will disclose, record and manage conflicts of interest responsibly. Potential, perceived or actual conflicts of interest can arise as we carry out our roles. We need to be diligent in recognising and dealing with them appropriately.

In practice, this means:

- we do not seek or offer gifts, favours or entertainment that may influence (or be seen to influence) your business judgement or how you perform your duties,
- we do not use funds, property or information belonging to Youi for our personal benefit, or assist others to do so,
- we do not access or process our own claims, or those of our friends, families, relatives, housemates, business associates or someone we have a close relationship with,
- we do not participate in a recruitment selection process if it involves someone we have a close relationship with, and
- we disclose any material interests we have in a supplier's business to our managers.



Jeff / Claims Team Manager

It's important to be transparent and disclose potential conflicts to the business as per Youi's Conflict of Interest Policy.

- We seek manager approval before engaging in outside employment, including accepting directorships, board positions in other companies or organisations, or seeking political positions.

You are expected to disclose conflicts of interest, outside business interests and any gifts and entertainment offered, received or declined in the conflicts of interest register or gifts and entertainment register.

4.2 / Social media and communication media

Social media is a great way to stay connected – with our community, and each other. Being conscious of your conduct on social media is imperative, regardless of whether you are representing yourself, or the views of the organisation. Understanding the difference between the two is also important. You are expected to use social media responsibly.

To help, please use the below as a guide:

- Do not post any pictures or videos of colleagues online, unless you have their expressed permission.
- Be polite to everyone you interact with online – irrespective of their views.
- Remember, you can't take it back once you've said it.
- Respect things like copyright, privacy, confidentiality, financial disclosure and any other applicable laws whenever you post or interact with social media.
- Be clear in your profile and communication that your opinions are yours and not those of Youi.
- Make sure what you say is never hurtful, obscene, defamatory, threatening, harassing, discriminatory or hateful towards another person or entity.

Technology is changing at a rapid pace, so it's important to remember these points whenever you communicate via digital channels such as your smartphone, instant messaging or email. If in doubt, ask your leader for guidance.

For further information, please refer to the Youi Social Media Policy.

Unless authorised, do not communicate directly or indirectly with the public or media about Youi's business activities.

4.3 / Disclosure

You are required to disclose any information that may impact your ability to perform your role promptly to your leader and/or People & Culture, such as:

- if you are charged with or convicted of any criminal offence,
- any changes to your circumstances, such as bankruptcy status, and
- any censures from, or changes in your registration status with, professional bodies relevant to your employment.



Hugh / Digital Product Manager / Golfer

4.4 / Privacy and Confidential Information

During our work activities, it is likely that we have access to confidential information. Youi expects that you will maintain the confidentiality of this information and not disclose it to anyone, unless authorised to do so or required by law.

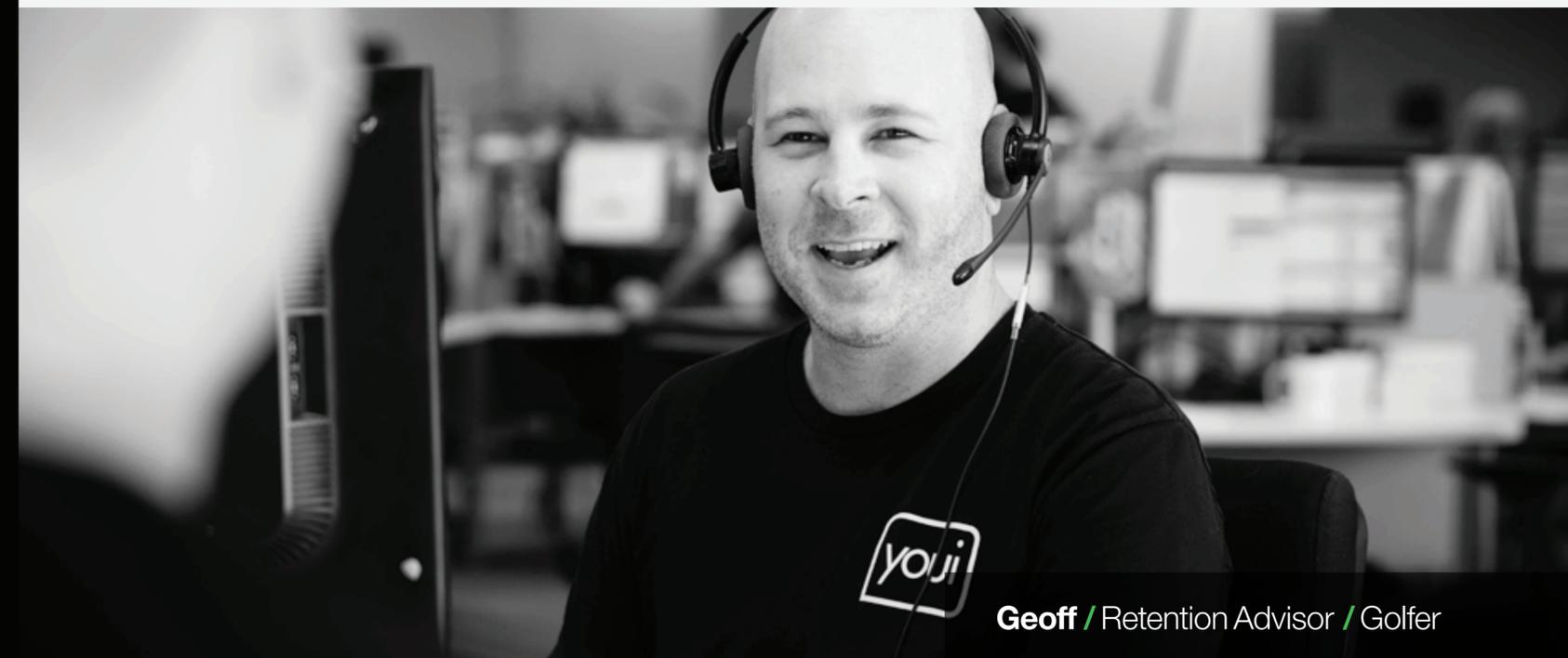
We respect privacy of personal data, both of our customers and our employees.

You are expected to keep personal and sensitive customer and employee data secure and escalate any privacy incidents promptly by reporting a risk incident or notifying the Compliance team.

In practice, this means:

- we keep confidential information secure, including clean desks. We take extra care when working in public places, such as on public transport or in a café,
- we protect confidential information from unauthorised access and misuse, including not sharing passwords with others,
- we only use confidential information for proper purposes and not inappropriately for personal gain,
- we check that we have the correct authorisation for the systems required for our roles,

- we take care with our communications to customers and employees and check that any communications which include personal data are sent to the right person,
- we check identification of the people we are speaking with to ensure we only disclose policy and claim information to authorised people,
- we only collect personal data that is reasonably necessary to undertake the activities requested and ensure we obtain consent for the data collection,
- we proactively identify the risk of personal data loss or misuse and put steps in place to mitigate and manage this, and
- we report any personal data losses to the Privacy Officer.



Geoff / Retention Advisor / Golfer



5

How we conduct our business



'Our culture brings out the best in people.'

Kirsty / Sales Advisor / Dog & Beach Enthusiast

5.0 / How we conduct our business

Youi believes in fostering strong connections with our customers and the community. We recognise the important role we play as an insurer, particularly in the aftermath of adverse events that impact the communities we serve, and we pride ourselves on operating in ways that enhance society and the environment.

5.1 / Corporate responsibility

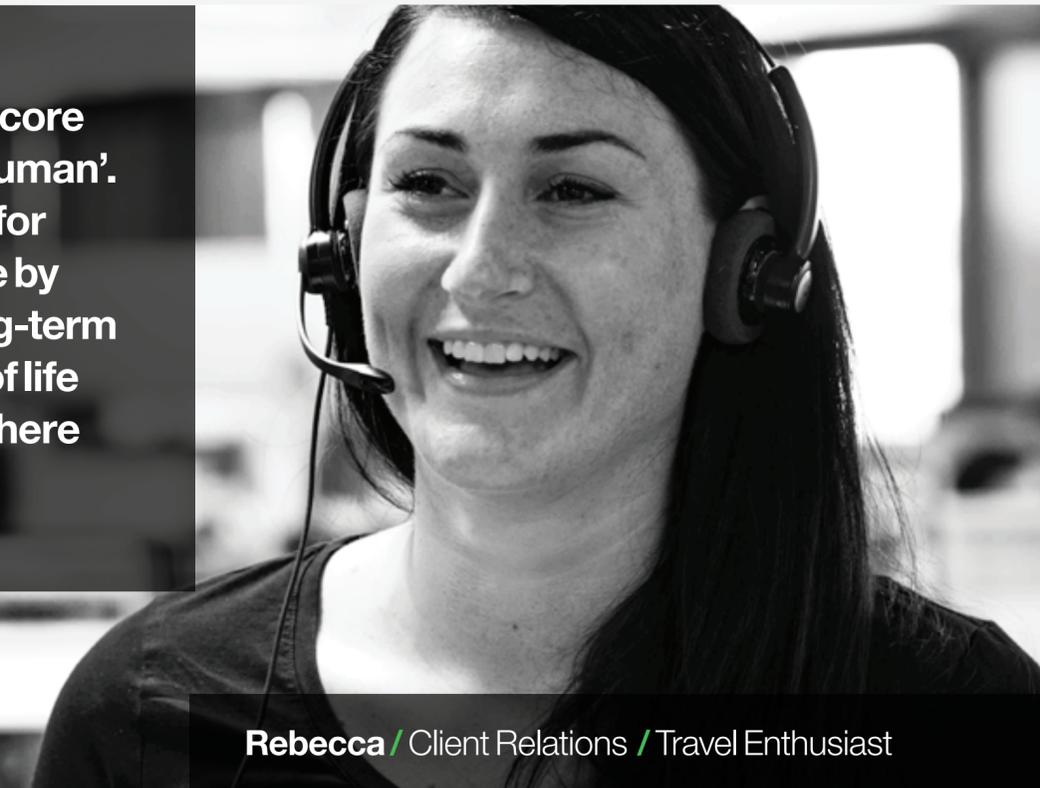
Being a good citizen is core to our value of being 'human'. We are all responsible for creating a better future by contributing to the long-term wellbeing and quality of life for the communities where we live, work and play. That's why we offer volunteer leave as part of our YourLife Volunteering initiative, so our people can take time out and contribute to local causes that make a difference.

As part of the Youi family, we expect:

- Youi assets (including land, property and buildings) to be used in a sustainable, safe and responsible way,
- consideration and care is given to how we operate, and the impact this has on our customers, the environment and communities we serve, and
- conscious steps are taken to minimise environmental and/or societal risks associated with our business.

We encourage you to support community events and activities.

Being a good citizen is core to our value of being 'human'. We are all responsible for creating a better future by contributing to the long-term wellbeing and quality of life for the communities where we live, work and play.



Rebecca / Client Relations / Travel Enthusiast

5.2 / Community expectations and fair treatment of customers

Our products and services need to be fair, transparent and useful for our customers. Our product distribution approach and claims handling management needs to be appropriate for customers, meeting both their needs and wider regulatory and community expectations.

In practice, this means:

- we do the right thing by our customers,
- we record and manage customer complaints, issues and any dissatisfaction in a timely manner,
- we recognise the circumstances of individual customers, including the most vulnerable,
- our products are fit for purpose and we proactively identify and mitigate any potential or actual unfair customer outcomes,
- our marketing materials are clear and transparent, and don't mislead about product benefits and features, premiums and excesses,
- we settle all valid claims fairly, accurately and as quickly as possible,
- we undertake due diligence and only engage with appropriate third parties,

- we keep accurate and transparent records of our dealings with customers and suppliers,
- we do not tolerate aggressive or inappropriate customer behaviour, and
- we encourage positive engagement in the communities in which we operate.

5.3 / Fraud and financial crime

Youi has no tolerance to bribery and corruption, including facilitation payments.

We each play a role in protecting our community by identifying and reporting any suspicious activity, including suspected internal or external fraud, as well as meeting broader anti-bribery and corruption obligations.

In practice, this means:

- we collect and verify customer information and keep records up to date,
- we report suspicious activity, including fraud, in a timely manner,
- we do not offer or accept bribes, which could include cash, excessive gifts and entertainment or other cash equivalents,
- investigated claims are conducted appropriately and consistently with procedural fairness for customers, and
- if claims are investigated, they are all decided within four months, if not quicker.



6

How we comply with legal obligations and internal policies



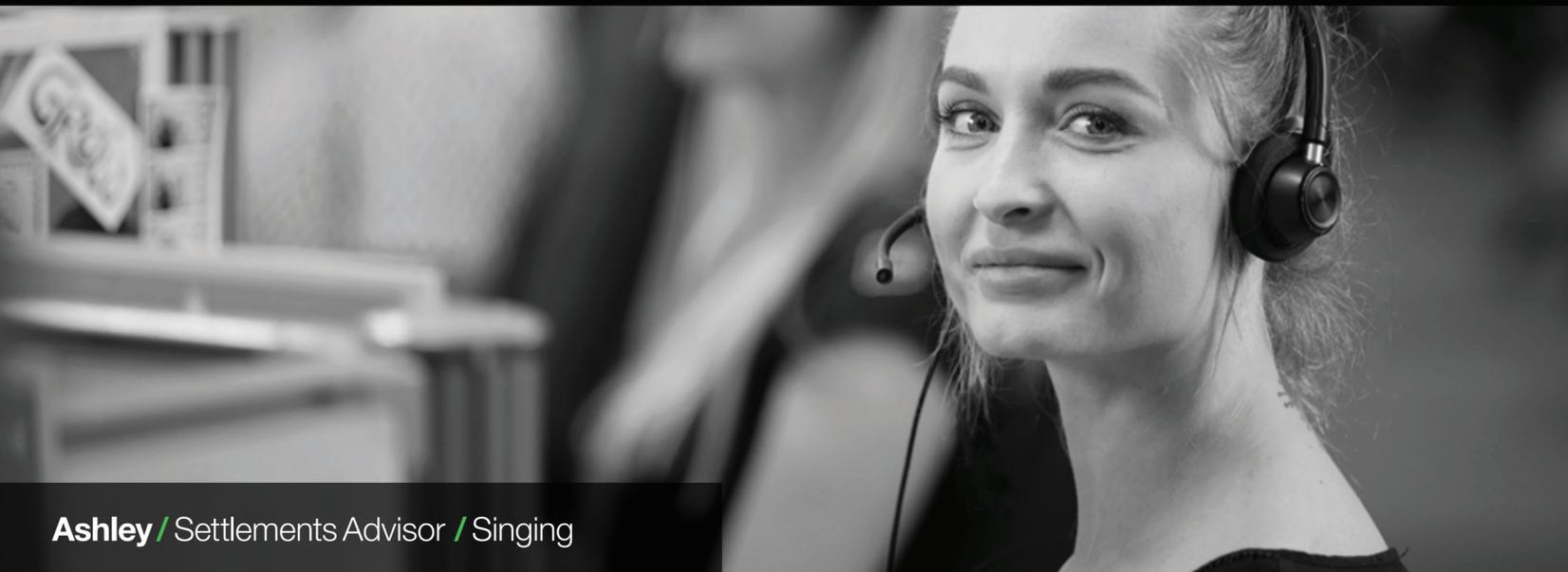
‘I love the opportunities that Youi has available. Plus, the people are awesome!’

Nash / Inbound Sales Advisor / Gym, Cars & Food

6.0 / How we comply with legal obligations and internal policies

All Youi employees must comply with our legal requirements and internal policies, procedures and standards. If we don't meet our obligations, it can have serious consequences for our business and customers.

We're all individually responsible for ensuring decisions and actions meet our legal and compliance obligations as well as our ethical standards.



Ashley / Settlements Advisor / Singing

We're all expected to:

- follow the principles and requirements of our Code of Conduct,
- take reasonable steps to ensure that everyone conducting business on behalf of Youi adheres to our Code,
- know which policies, standards and procedures apply to your role, understand and follow them,
- be familiar, and comply with the relevant laws, regulations and industry codes applying to us,
- conduct ourselves in line with all relevant rules and standards for entities that regulate the industry we're involved in,
- comply with all contractual obligations and other undertakings,
- follow all reasonable and lawful directions,
- make decisions within your delegated authority level,
- not cut corners,
- complete ongoing training and education programs relevant to your role to build and maintain awareness of relevant laws, policies, procedures and practices, and
- protect our future by making informed, commercial decisions that manage risk and ensure Youi remains sustainable for the long-term.

Please talk to your manager or Youi's Risk, Legal and Compliance (RLC) team if you require further guidance.

Approval and review

This policy is approved by the Board.

The policy is required to be reviewed at least every two years or if there is a trigger event and presented to the Board.

Where there are non-material changes to this Code, such as formatting, title changes and simple grammatical errors, these changes can be approved by the Policy Owner and informed to the relevant Committee, through the Risk, Legal and Compliance standard business reporting during the course of the period between reviews.

Document control

Identification and approval

Document Name (Id)	Code of Conduct
Document Owner	Chief People Officer
Document Approval	Board

Revision history

Version	Date created	Drafted by	Reviewed by	Comments
0.2	11/11/2021	Nadia Grace Holland	Board	Approved Annual Review

Approval history

Approved by	Version tabled	Version approved	Date approved
Executive Committee IRC	0.4	0.4	22/10/19
Board Risk Committee	0.4	0.4	6/11/19
Board of Directors	0.4	1.0	15/11/19
Internal Risk Committee	1.1	1.1	19/10/21
Board People & Remuneration Committee	1.1	1.1	28/10/21
Board	1.1	2.0	11/11/21

