



CODE OF ETHICS AND BUSINESS CONDUCT

At The Krusteaz Company, our values are the driving principles behind everything we do: We Put People First, We Do the Right Thing, We Dream Big, and We Win Together. The Krusteaz Company Code of Ethics and Business Conduct is our company-wide commitment to uphold our principles and behaviors as employees.

Our culture is what sets us apart at The Krusteaz Company. Committing to living our values as individuals preserves our unique culture and fuels our shared success as a team. Please review the Code in detail to understand our guidelines and how they impact your role and set the standard for behavior in our organization. If you have questions regarding the Code, you can always reach out to the resources listed in the Reporting Concerns and Seeking Advice section of this document.

It's important to me, and to all of company leadership, that you feel comfortable bringing forward any concerns. We truly value open communication and maintain an open-door policy. Please know that the company does not tolerate retaliation against anyone who asks questions or raises concerns in good faith. If you ever notice behavior that doesn't align with our Code, we ask that you report it promptly using one of the channels outlined here. These principles guide how we work, interact, and make decisions every day, and each of us plays a role in upholding them.

Thank you for taking the time to read and understand our Code of Ethics and Business conduct.



Andy O. Heily
President & CEO

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KRUSTEAZ'S FOUNDATION

OUR HERITAGE: A LONG LINE OF MAKERS

It all began in 1932 in Seattle, when Rose Charters tackled the challenge of making the perfect, easy-to-prepare pie crust. Cleverly combining "crust" plus "ease," she named her product Krusteaz and began selling to local restaurants and businesses. Her ingenuity and entrepreneurial spirit set the standard for how Krusteaz would grow and innovate for years to come.

The Heily family joined the business in the 1940's and expanded the Krusteaz portfolio with delicious innovations such as donuts, pancakes and biscuits. Each new mix was made with the same commitment to delicious taste and quality that defined Krusteaz from the start.

Since the 1940's, three generations of the Heily family have scaled the business with ingenuity and integrity. We've built world-class manufacturing facilities, expanded distribution nationally and expanded our product portfolio across baking and breakfast occasions, delighting Makers everywhere.

[You can read our full story on CMConnects.](#)

OUR VALUES

Krusteaz expects all employees to comply with the Code of Ethics and Business Conduct (the "Code") and to act with the values that guide us as a Company: We Put People First; We Do the Right Thing; We Dream Big; and We Win Together.

Our commitment to these Values is a fundamental expectation of working at Krusteaz.



OUR VALUES

These are the principles and beliefs we live by that guide us as a company.

- We put people first.***
We know it's only through great people that we can achieve great things.
- We do the right thing.***
We know that achieving success with integrity is as important as the achievement.
- We dream big.***
We pursue big ideas and new possibilities with curiosity, cleverness and courage.
- We win together.***
We have each other's backs and collaborate with conviction and clarity of purpose.

The infographic features a background of orange and red tones. On the right side, there is a photograph of a smiling man with a beard, wearing a white t-shirt. The text is arranged in a grid-like structure with four value statements, each in a white box with a red background.

INTRODUCTION TO OUR CODE

Preserving the Company's reputation is a shared responsibility. It requires acting with integrity and respect. Our reputation is one of our most valuable assets and must be preserved by each of us through what we do and say every day on behalf of the Company.

WHAT IS EXPECTED OF EACH OF US

We act with integrity because it is the right thing to do for our stakeholders and communities.

The Code describes the basic rules of conduct that each of us is expected to follow. It also provides helpful resources, especially in unanticipated situations, if we have a question or concern about proper conduct.

WHO MUST FOLLOW OUR CODE

Our Code applies to all Company employees, directors, independent contractors, temporary workers, members of the Board of Directors when conducting business with or on behalf of the Company. Compliance is mandatory.

Each of us must take personal responsibility for doing the right thing and speaking up about others' conduct that might violate this Code, Company policies, or any law. Many of our Company policies are cited in the Code. Others can be found on CM Connects. If you need help understanding our Code or a specific policy, procedure, or guidelines, or how any of these apply to your role, you should seek guidance from any resource listed in "Reporting Concerns and Seeking Guidance."

If your job responsibilities lead you to interact with representatives working on behalf of the Company, be sure to inform them of their responsibility to act in accordance with this Code and give them a copy of the Code. Their behavior must be consistent with our Code, other Company policies, and applicable laws and regulations.

ADDITIONAL OBLIGATIONS FOR MANAGERS

Company managers and supervisors have a special duty to foster a culture of compliance with our Values. This means that managers and supervisors should serve as role models for Putting People First, Doing the Right Thing, Dreaming Big, and Winning Together in all their interactions. It also means that managers and supervisors should ensure that colleagues who report to them feel comfortable raising questions and concerns without fear of retaliation, that any concerns or questions will be addressed in a professional and timely manner, and that we will not compromise our standards of integrity and compliance to obtain business results.

COMPLYING WITH THE LAW

It is Company policy to comply with the laws and regulations in each location in which it conducts business, including employment, labor and the workplace, environmental, antitrust, and the United States Foreign Corrupt Practices Act and other anti-corruption laws. It is the responsibility of each Company employee to adhere to the restrictions and standards required by those laws and regulations. Laws and regulations are complex and subject to change. They also often vary from state to state. It is important that each of us familiarize ourselves with the policies, procedures, and laws that apply to our job functions and the location where we operate. If a local law conflicts with the Code, comply with the local law.

REPORTING CONCERNS & SEEKING GUIDANCE

SEEKING GUIDANCE

If you come across a situation where you don't know how to act, seek guidance from the Company resources. This can mean reviewing Company policies, talking with your manager, or re-reading this Code. There may be times when you will need additional help to make the right choice. If this happens, ask yourself:

- Is it legal?
- Is this consistent with our Values, policies, and the Code?
- Would I be willing to be held accountable for this decision or action?
- Would this decision or action be reflected positively if reported to others within the Company or to the media?

If the answer is 'no' to any of the above, don't take the action and/or report your concern if you see someone else doing it. If you are unsure, seek guidance.

REPORTING CONCERNS

If you become aware of a situation that may violate our Code, any Company policy, or any law or regulation, you have the responsibility to report the situation. You don't need to have all the details or need to be sure that something is wrong to raise a concern or report a violation of the Code, our policies, or the law. There are multiple ways to do so. Ways to report and access the hotline:

Talk To:	<ul style="list-style-type: none">• Your manager or supervisor• Any Human Resources representative• Krusteaz's General Counsel• Any Vice President of Krusteaz
Call:	Ethics Phone Hotline: 1-833-718-4778
Report Online:	Web: krusteaz.ethicspoint.com Mobile: krusteazmobile.ethicspoint.com
Write To:	Continental Mills, Inc. Attn: Legal Department P.O. Box 88176 Seattle, WA 98138-2176
Email:	Legal@krusteaz.com

If the concern is related to the CFO or CEO, the concern should be made to the SVP of Human Resources and/or the General Counsel.

The Ethics and Compliance Hotline is a 24-hour service that is answered by an independent third-party provider or can be completed on-line. When you submit a concern through the Ethics and Compliance Hotline, you will have the option of submitting reports on an anonymous and confidential basis. We will do our best to maintain

your request for anonymity or confidentiality when circumstances permit it. Please understand that there may be exceptions where legal and regulatory requirements, or the specific nature of the concern reported, do not permit anonymity or confidentiality. To help maintain confidentiality, you must avoid discussing these issues, or any investigation, with other employees.

How Reports Are Handled:



Report submitted	Report acknowledged &, if warranted, a case is opened & investigator assigned	Facts obtained through document review and interviews	Conclusion reached, whenever possible, based on facts gathered	If needed, corrective action(s) issued	Feedback provided to the reporting person (if that person is known)
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All reports are investigated promptly and thoroughly, consistent with our Values and applicable law. With approval by the Legal Department, reports may be provided to the appropriate authorities. Employees have a duty to cooperate with Company investigations concerning potential violations of the Code or applicable Company policies. Failure to cooperate fully or to be fully truthful when providing evidence or testimony in an investigation may be grounds for disciplinary action, up to and including termination.

No Tolerance for Retaliation

It is important that you feel comfortable raising concerns and inquiries. Making a report in 'good faith' means your report is honest, sincere, and complete to the best of your knowledge. Retaliation for someone coming forward with a good-faith complaint or for cooperating with an investigation is also a violation of this policy. The Company will not tolerate any form of retaliation against you for making a good faith report of actual or perceived misconduct.

If you experience any form of retaliation, report your concerns via one of the methods outlined in [Reporting Concerns](#).

HOW WE TREAT EACH OTHER

RESPECT IN THE WORKPLACE

The Company takes pride in having a culture of mutual respect and dignity and is committed to creating a positive, productive work environment where you feel respected and able to do your best work. Together, we aim to provide a work environment that fosters respect for all coworkers, customers, and business partners and is free from harassment or behavior that does not foster a positive work environment. If you experience or witness behavior that is inconsistent with the Company's principles or that you believe, in good faith, violates our policies, it is your duty to speak up and report it as outlined in this Code.

NON-DISCRIMINATION, INCLUSION, AND BELONGING

It is Company policy to comply with all applicable employment and labor laws, and we are committed to providing an inclusive work environment, free of all forms of unlawful harassment and discrimination. We have a culture that is rooted in dignity and respect.

You are required to comply with all laws governing nondiscrimination and to treat every individual with fairness and respect. This policy extends to all terms and conditions of employment, including hiring, placement, compensation and training, promotion, termination, layoff, recall, transfers, and leaves of absence.

HARASSMENT

Each of us has a role to play in ensuring we maintain our positive workplace in our everyday actions. Harassment can come in many forms. All forms of harassment violate our Code, applicable Krusteaz policies, and may be illegal.

The Company's policy and the law prohibit you from engaging in any form of harassment in the workplace. You are entitled to a workplace that is free from any form of harassment. Krusteaz will not tolerate intimidating, hostile, abusive, or offensive behaviors in our workplace.

You must not: engage in any threatening, intimidating, or hostile activity, or use epithets or slurs relating to race, color, religion, gender, age, marital status, sexual orientation, national origin, citizenship status, disability, veteran status, or membership in any other group protected by federal, state, or local laws. Additionally, you may not send or display or circulate in the workplace any electronic, written, or graphic material that is sexual in nature or indicates or shows hostility toward an individual or group because of that individual's or group's race, color, religion, gender, age, marital status, sexual orientation, national origin, citizenship status, disability, veteran status, or membership in any other group protected by federal, state, or local laws.

Furthermore, the Company expressly prohibits sexual harassment in the workplace, whether committed by its own employees or by employees of vendors, suppliers, contractors, or customers.

SUBSTANCE USE

We want the working environment at all locations to be safe for our employees, our business partners, and the general public. Improper use of alcohol or drugs adversely affects job performance and can risk the health and safety of others. To make sure our employees, our customers, and the public are safe at all times, the Company strictly prohibits the distribution, possession, or use of controlled substances (or misuse of prescription drugs or over-the-counter medications) while on our premises or while performing services for the Company. While alcohol may

be served at Company-approved social functions, this is done in accordance with local policies and should not threaten your or others' safety. The Krusteaz Drug-Free Workplace Program, which incorporates the Company's Drug and Alcohol Policy, is a condition of employment. The policy applies whenever you are performing services for, or on behalf of Krusteaz, even if this occurs after hours or off premises.

Learn More: See our Drug-Free Workplace Program, including the Drug and Alcohol Policy.

DATA PRIVACY

In operating our business in a manner that fosters confidence and trust, we must properly manage the personal data provided to us by our employees, customers, suppliers, and others.

"Personal data" examples include an individual's: name, home address, personal email address and phone number, business contact details, employment records, employee identification number, geo-location data, log-in credentials, and online identifiers such as an IP address.

We only collect, access, use, or disclose personal data that is required or necessary. We seek to use the minimum amount of personal data needed to accomplish a task and avoid processing personal data if the objective of the processing can be achieved without processing personal data. We will not share personal data with third parties.

When processing personal data, Krusteaz complies with applicable law as well as Company policies.

If you believe personal data has been subjected to unauthorized disclosure, use, access, destruction, or acquisition, contact the legal department at Legal@krusteaz.com immediately.

Learn more: See our Acceptable Use of Information Policy.

HOW WE TREAT OUR CUSTOMERS

PROVIDING QUALITY PRODUCTS

The Company complies with food safety laws and regulations that govern our products. It's the foundation of our commitment to manufacturing and marketing products that are safe for human consumption. We strive to produce products that meet or exceed our customers' requirements for quality and also delight and exceed consumer expectations.

All employees, directors, independent contractors, and temporary workers are expected to comply with all quality control standards that govern our job duties. This includes applicable laws and regulations, and internal procedures designed to promote the safe, quality manufacture of our products. We are also expected to follow contract specifications at all times.

In addition to keeping ourselves accountable for quality products, we must also hold our suppliers and other business partners accountable to ensure the quality of the products and services they provide to us. Our Quality Expectations Manual, which every supplier must adhere to, helps to ensure our products are safe for their intended use.

ENGAGING IN OPEN & HONEST BUSINESS INTERACTIONS

The Company maintains a culture of sales centered on treating the customer fairly; our Code, policies, and governing laws require that we conduct business in a manner that ensures fairness, clarity, and transparency.

Antitrust

Competition is good, as long as it's ethical and fair. The Company strives to avoid all activities with business partners, suppliers, or associates that could be viewed as market allocation, sabotage, espionage, bribery, bid rigging, price fixing, or price discrimination. This means we:

- Are careful not to misrepresent the quality or availability of our products;
- Do not disparage or make untrue statements about our competitors' products;
- Seek to win business based on the quality of our products and our people;
- Do not engage in activity that attempts to control or restrain trade; and
- Limit conversations with our competitors, even in informal settings like trade shows or trade association meetings, which relate to market share; projected sales or production schedules; pricing strategy or marketing; inventories, revenues, and expenses; unannounced products; or proprietary, confidential, or non-public Company information.

Anti-Bribery and Improper Payments

We must adhere to all applicable anti-bribery and anti-corruption laws and regulations. Generally, anti-bribery and anti-corruption laws prohibit making payments or gifts to government officials to obtain or retain business, or to secure any improper business advantage.

TIP: A governmental official refers to many people, including:

- Regulatory agencies and personnel (i.e., tax, customs)
- International public organizations and their employees or representatives
- City officials, law enforcement, military

It is important to remember that engaging in bribery, or even appearing to engage in such activity, can expose you and our Company to criminal liability.

Any questions regarding accepting business gifts and entertainment of any kind and/or compliance with applicable anti-bribery and anti-corruption laws and regulations should be directed to the Company's Legal Department.

Learn more: See our Anti-Bribery and Anti-Corruption Policy.

HOW WE TREAT OUR SUPPLIERS

Our suppliers are an extension of our Company and are critical partners in our efforts to consistently provide the safe, high quality food products that our customers and consumers expect. The high caliber of the materials and goods and services they provide directly relates to the quality, reliability, and prompt delivery of Company products to our customers.

MAINTAINING LONG-TERM SUPPLIER RELATIONSHIPS

The Company strives to build long-term relationships with our suppliers and enters into supplier agreements with companies we believe have demonstrated a record of commitment to integrity and quality. We respect our suppliers and do not abuse our duty of confidentiality, do not misrepresent material facts, or engage in other unfair dealing practices.

The Company's suppliers compete fairly on the quality of their products and services. We will not be influenced by gifts or favors of any kind from our suppliers or from potential suppliers. An occasional meal or entertainment may be permissible as long as it occurs in the normal course of business, is not excessive or unusual in nature, complies with applicable laws, and is not otherwise prohibited by this Code.

Learn more: See [Gifts and Business Entertainment](#).

HOW WE ACT IN THE BEST INTERESTS OF OUR COMPANY

AVOIDING CONFLICTS OF INTEREST

Part of our duty to uphold our Company's reputation includes avoiding improper conflicts of interest. A conflict of interest exists when our personal interests interfere with, or appear to interfere with, our ability to perform our jobs without bias. A conflict can arise when you take action or have interests that may make it difficult to perform your work for the Company objectively and effectively. Conflicts of interest are often easily avoidable if disclosed in advance.

All Directors, Vice Presidents, and Senior Vice Presidents of the Company must disclose any proposed or pending material transaction or relationship that reasonably could be expected to give rise to a conflict of interest to the Chair of the Company's Audit Committee. No action may be taken with respect to such transaction or party unless and until such action has been approved by the Audit Committee.

Key examples of conflicts of interest that should be avoided include:

- ownership interest (other than less than 5% of stock in a publicly traded company) in any supplier, customer, or competitor;
- any consulting or employment relationship with any customer, supplier, or competitor;
- any outside activity that is competitive with any of the Company's businesses;
- any outside activity which is so substantial as to call into question your ability to devote appropriate time and attention to job responsibilities within the Company;
- using Company resources for non-Company activities without the approval of a manager or officer of the Company;
- giving an endorsement, testimonial or personal statement on behalf of the Company without the consent or approval of a manager or officer of the Company;
- providing confidential information about the Company, its customers, or its suppliers to former employees;
- serving on the board of directors of any customer, supplier, or competitor unless such service has been disclosed to and approved by the Chief Executive Officer, Chief Financial Officer, or the SVP of your business unit;
- being in the position of supervising, reviewing, or having any influence on the job evaluation, pay or benefits of members of your immediate family (for example, your spouse, parents, grandparents, children, grandchildren, siblings, mother and father-in-law, sons and daughters-in-law, brothers and sisters, and brothers- and sisters- in-law);
- obtaining a loan from a customer or supplier of the Company other than a bank; and, if you are an officer of the Company, from any bank with which the Company does business unless a similar loan is generally available to customers of the bank and the transaction is disclosed to the Company's CFO and CEO.

Conflicts of interest may not always be clear-cut, so if you have a question, you should consult with your supervisor or manager or, if circumstances warrant, the CFO or Legal Department. If you become aware of a conflict or potential conflict, bring it to the attention of a supervisor, manager or other appropriate personnel or report it on the [Company Ethics and Compliance Hotline](#).

GIFTS & BUSINESS ENTERTAINMENT

Developing strong working relationships with our customers, suppliers, and other business partners is important to our growth. Business gifts and entertainment are sometimes used to strengthen these relationships. However, we must exercise caution when offering or accepting business courtesies since exchanging gifts and entertainment can result in conflicts of interest. If not handled properly, they also may lead to the appearance of improper payments, kickbacks, or corruption.

Generally, we can offer or accept gifts, favors, or entertainment as long as it:

- Follows the Company's Anti-Bribery and Anti-Corruption and Travel and Expense policies.
- Is of nominal value.
- Is not solicited.
- Does not violate applicable law, Company policies, or the policies of recipient's company.

These rules do not apply to unsolicited promotion materials, such as imprinted pens, notebooks, and calendars that do not create or appear to create an obligation.

Our employees must not accept gifts from suppliers or potential suppliers or other business partners during contract discussions or negotiations.

If you're unsure of whether to accept a gift or entertainment, you should seek guidance. Customer entertainment and gifts must be discussed in advance with your supervisor and adhere to the Company's Travel and Expense Policy.

Learn more: See the Anti-Bribery and Anti-Corruption Policy and Travel and Expense Policy. If you have questions or concerns, please consult the Legal Department.

USE OF COMPANY CONFIDENTIAL INFORMATION & TRADE SECRETS

The Company requires its employees to be loyal to the interests of the Company, including not competing with our Company. This means, do not use your position to profit personally or to assist others in profiting in any way at the expense of the Company. For example, we must not take for ourselves any business or investment opportunity that we discover through our position with the Company or help anyone else take this business or investment opportunity for personal gain. This includes our family members or friends.

INSIDER TRADING

Profiting from or selectively disclosing material information relating to the Company *or any company with which we do business* is both illegal and against Company policy. This includes the purchasing or selling of securities by employees who may have inside or unpublished material information about any of our suppliers, customers, or any business the Company does business with and the providing of such information to others for the purpose of trading in securities.

If you have material information about a customer, supplier, or any other business partner, you may only trade in that company's securities once the information is made publicly available to ordinary investors through appropriate media sources.

If you have questions or need guidance in this area, please contact the Legal Department.

FINANCIAL REPORTING

All Company payments and other transactions must be properly authorized and be accurately and completely recorded in the Company's books and records. Such records must be in accordance with established Company

accounting policies and the accounting standards applicable to the Company. Employees are prohibited from making any false, incomplete, or misleading entries or from placing Company funds into any personal or non-corporate account. All of the Company's assets must be appropriately protected and asset records must be reviewed on a regular basis to reconcile any variances with actual assets.

Our shareholders rely on us to produce complete, timely and understandable financial reports. Honest and accurate books and records play a significant role in our Company's reputation. Those of us with finance and accounting responsibilities have a special duty to ensure our Company's financial statements are true and fair. Senior officers are further prohibited from directly or indirectly taking actions to fraudulently influence, coerce, manipulate, or mislead the Company's independent auditors for the purpose of rendering the financial statements of the Company misleading.

Anyone found to have engaged in financial fraud will be subject to disciplinary action up to and including termination and could face substantial civil and criminal liability. You must report any suspected accounting or auditing irregularities immediately to the CFO and the Legal Department. Krusteaz will not tolerate retaliation against you for disclosing, in good faith, questionable or improper accounting or financial matters.

ANTI-MONEY LAUNDERING

Money laundering is the process of transforming the assets of criminal activity into assets that look legitimate and can be moved through the financial system without suspicion. This practice is not limited to cash transactions. These transactions can hide financial or criminal activity, including terrorism, illegal narcotics trade, bribery, and fraud. Involvement in these activities undermines our integrity, damages our reputation, and can expose the Company and individuals to severe sanctions.

The Company forbids knowingly engaging in transactions that facilitate money laundering. The Company will conduct business only with permissible parties involved in legitimate business activities and transactions.

AUDITS & INVESTIGATIONS

We all share a responsibility to cooperate with external and internal audits and investigations, including audits performed by or on behalf of our customers or certifying agencies. This means we must provide auditors and investigators with the information to which they are entitled and maintain the confidentiality of the investigation. In addition, we may never attempt to interfere with or improperly influence their review. Refusal or failure to cooperate fully with an internal or government investigation, or the failure to be fully truthful when providing evidence or testimony in such investigation, may result in disciplinary action, up to and including termination. If you have any questions about what information an auditor or investigator is requesting and entitled to obtain, consult with the Legal Department. If you are contacted regarding a governmental investigation, you must contact the Legal Department as soon as possible before providing any information. The Legal Department will have primary oversight of any internal investigation or audit involving a governmental investigation or litigation matter.

SAFEGUARDING COMPANY ASSETS OR INFORMATION

Physical Assets

We have an obligation to ensure that Company property is used only for legitimate business purposes. Company property includes real estate, funds, inventory, vehicles, equipment, supplies, tools, computer systems and equipment, computer software, computer data, records or reports and other employee work product, nonpublic information, intellectual property or other sensitive information and materials and telephone, voice mail or e-mail communications.

We must commit to protecting the Company's physical property from misuse, damage, sabotage, loss and theft. Furthermore, you are also obliged to treat the property of customers, suppliers, and other business associates with the same care as we treat Company property. Authorized occasional personal use of Company equipment, such as telephones or the Intranet, is sometimes appropriate. Personal use must be limited and must not interfere with our ability to do our work for the Company and must not violate Company policy.

Learn more: See the Company's Acceptable Use Policy, for further guidance regarding the personal use of the Company's Information Technology assets.

You must return any Company property you possess at the end of your employment with the Company.

Company's Confidential Information

Each of us is entrusted with our Company's confidential information and has an obligation to protect this sensitive information at all times. Before you began working at the Company, you were required to sign a confidentiality and proprietary information agreement. Confidential information generally includes any nonpublic information that could be of use to competitors or others, or that might be harmful to the Company if disclosed. Examples include business or marketing plans, research & development strategy or notes, manufacturing processes, employee information, financial information, scientific and engineering studies, data, and drawings, planned new products, lists of suppliers, lists of customers, pricing information, certain contract terms, projected earnings, changes in management or policies of the Company, testing data, manufacturing methods or processes, suppliers' prices to us, or any plans we may have for improving any of our products.

We must not allow unauthorized personnel access to the Company's confidential information. We must also take care not to lose, misplace, or leave confidential information (or equipment or tools containing or granting access to confidential information, including laptops, cell phones, software, and keycards) unattended. If we lose Company equipment or an item containing confidential information about the Company, its customers, or its suppliers, we should report this loss immediately to Information Security.

There are several important guidelines to keep in mind:

- Confidential information should only be discussed with coworkers who have a business need to know it.
- When the Company wishes to disclose confidential information outside of our Company, it will be done only in conjunction with a confidentiality/non-disclosure agreement approved by the Legal Department.
- Avoid inadvertent disclosures in social conversations or in normal business relations with our suppliers and customers.
- Never email Company information to a personal email account.
- Confidential information in our possession must be returned before our last day of employment.

Examples of the proper way to collect competitive information include public sources, industry surveys, and benchmarking research. You must not obtain confidential information from any other company, such as, for example, from a former employee. If you are approached with any offer of being given confidential information that you have reason to believe may have been obtained improperly, immediately discuss this matter with your immediate supervisor, a manager, or the Legal Department.

Company's Intellectual Property

We strive to protect our Company's intellectual property, which includes patents, trademarks, copyrights, or other intangible assets such as ideas, inventions, processes, or designs created on Company time, at Company expense, using Company resources, or within the scope of our job duties. We will identify any new inventions we make to the Legal Department for protection. Any suspected misuse of our Company intellectual property must be reported to the Legal Department.

Respecting our Customers' or Suppliers' Intellectual Property

We respect the intellectual property rights of others and will never knowingly infringe on the copyrights, trademarks, trade secrets, trade dress, or patents of others. We will not download unlicensed software onto Company computers or duplicate, publish, or distribute copyrighted materials. We will not download songs, photographs, and videos without consent from the rightful owner.

Learn more: See the Company's Content Guidelines.

Using Information Technology Resources

Many of us are provided with access to electronic communication systems to use in our daily work, including computer and phone systems, laptops, and software. We have a duty to safeguard these systems and the technology we are provided. We will follow all security measures and internal controls for these resources, including locking and securing our workstation, laptop or mobile device if left unattended in a public place or at a Company location, even if for a short period of time. We will safeguard our login credentials and will not share these credentials with any co-worker or unauthorized individual.

All employees, directors, and temporary workers must use good judgment and integrity when using these systems and technology and must only use approved systems, devices, storage media, and/or services to process, store, or transmit Company information. Installation of unapproved software on Company computers or network servers without authorization from IT is strictly prohibited. Employees, directors, and temporary workers/contractors must not agree to any third-party IP, software, or end-user agreements on behalf of the Company. Employees, directors, and temporary workers must not download or send illegal, obscene, pornographic, or offensive material via these resources. We acknowledge that, to the extent permitted by local law, we should not have any expectation of privacy when using Company resources, and that the Company may monitor our personal use of Company resources.

Learn more: See the Acceptable Use Policy.

Social Media & Networking Sites

Social media has changed the way the Company does business and how many of us share information. Social media can be a powerful tool in promoting the Company and our products and connecting and engaging with our customers and the consumers of our products. We acknowledge that social media brings additional responsibilities that we must know and follow. Social media sites include sites such as Facebook, X, Instagram, YouTube, and LinkedIn, blogs, photo and video sharing sites, forums, and chat rooms. If your position at the Company requires posting or arranging for posting on such sites, you must only do so for authorized Company business purposes and only post information that complies with this Code and Company policies.

Learn more: See Social Media Policy and Using Social Media In the Workplace.

HOW WE WIN TOGETHER

OUR COMMUNITY

The Company is committed to strengthening the communities where we live, work, and sell our products. We believe that being a responsible corporate citizen means showing up with integrity, compassion, and a spirit of partnership. Each employee plays an important role in supporting this commitment; whether by engaging respectfully with neighbors and community partners, participating in Company-supported volunteer efforts, or representing the Company in a way that reflects our shared values. We encourage employees to look for opportunities to make a positive difference and to help foster inclusive, thriving communities. If an employee becomes aware of any activity that may conflict with this commitment or negatively impact our community relationships, they are expected to notify their manager or the Ethics and Compliance Hotline so we can address concerns promptly and responsibly.

PROTECTING OUR ENVIRONMENT

The Company is committed to creating a positive impact for customers, employees, owners, and the communities in which we operate. The Company seeks ways to ensure that its activities meet applicable environmental standards. The Company requires employees to comply with all environmental laws and regulations applicable to their activities in the workplace, and each employee is responsible for understanding the environmental consequences of his or her job and performing it in an environmentally responsible manner. If an employee becomes aware of any actual or potential violation or adverse environmental impacts caused by Company operations, he or she is obligated to promptly advise his or her manager or the Ethics and Compliance Hotline so that necessary corrective action can be taken.

RESPECTING HUMAN RIGHTS

The Company strives to respect and promote human rights in accordance with the UN Guiding Principles on Business and Human Rights. Our view of human rights is clear and simple: we prohibit the use of child labor, forced labor, modern forms of slavery, and any form of human trafficking; we follow all applicable local, federal, and regional laws; we do not tolerate disrespectful or inappropriate behavior, unfair treatment, or retaliation of any kind; harassment is not tolerated in the workplace or in any work-related circumstance outside the workplace; and we respect our employees' right to associate freely with people of their own choosing and engage in collective bargaining without fear of reprisal, intimidation, or harassment.

Learn more: See the Company's Child Labor Policy and Respect in the Workplace Policy in the Employee Handbook.

GOOD MANUFACTURING PRACTICES

Krusteaz strives to provide a safe and healthy workplace for employees. To accomplish this, we consistently seek to improve our programs, practices, services, products, and compliance. This commitment is in the best interest of our employees, customers, suppliers, shareholders, and the communities in which we operate.

Each facility has a Food Safety Program ("FSP") that complies with Current Good Manufacturing Practices ("cGMPs") and other relevant industry or regulatory standards. Following cGMPs, including portions of the FDA Food Safety Modernization Act that are relevant to our business, helps to ensure the safety of our products. In doing so, we work together to satisfy our customers' expectations and earn their trust.

Employees must comply with the FSP, other Company policies, and federal, state, and local laws that have been enacted to protect employees' health and safety. Every production employee and every employee or other visitor to any of our production facilities must abide by cGMPs while on the premises of one of our production facilities.

The Company does not expect or permit the taking of unnecessary or unreasonable risks in the performance of duties by an employee. Dangerous or unsafe conditions should be reported immediately to your supervisor, production manager, or business unit manager.

Learn more: Additional information may be found in the Employee Handbook.

COMPLIANCE WITH LAWS

United States Laws

It is your duty to comply with all laws and regulations that are applicable to the Company and its business activities. If known or suspected non-compliance is identified, you are to immediately report the information to your functional manager/director and/or the Legal Department.

Exports

The Company is committed to compliance with U.S. export control laws, which regulate the movement of certain goods and technology, prohibit transactions with certain end-users or for certain end-uses, and forbid participation in transactions involving certain types of boycotts and payments. An "export" can occur in several ways, including when a product is shipped to a country outside the U.S.

International Boycotts & Other Economic Sanctions

Embargoes. The Company's policy is that no product produced by the Company be exported from the U.S. to an embargoed country, unless subject to a license or exception as determined by the Legal Department. The U.S. Department of the Treasury's Office of Foreign Assets Control (OFAC) administers embargoes of certain countries. Each embargo restricts the ability of U.S. persons to conduct economic or trade related transactions relating to the embargoed country or its nationals. Embargoes change based on the foreign policy objectives of the United States. If your role requires you to negotiate sales of products outside of the U.S., it is important for you to consult regularly with the Legal Department to keep abreast of these changes.

Denied Parties. No employee or Company facility may provide product to a denied party. The U.S. government prohibits export-related transactions (including third-party export transactions) with certain parties or requires a license to transact business with certain parties. Government agencies maintain lists of "denied parties" or entities or individuals that have been blocked or debarred, are subject to a policy of denial, or require increased scrutiny. Such parties are identified on the following lists, which are available at <http://www.bis.doc.gov/ComplianceAndEnforcement/ListsToCheck.htm>:

- OFAC Specially Designated Nationals and Blocked Persons Lists
- BIS Denied Persons List
- BIS Entities List
- BIS Unverified List
- BIS Disbarred List
- Persons and Entities subject to EAR General Orders, Part 736, Supplement 1

Boycotts. The Company is obligated to fully comply with all U.S. anti-boycott laws. U.S. persons are required

to refuse to participate in foreign boycotts that are not sanctioned by the U.S., such as the Arab League boycott of Israel. We are not to engage in conduct or accept contractual provisions in support of such boycotts and are obliged to report requests to participate in boycotts to the Legal Department. Examples of prohibited conduct under U.S. law include agreeing to negative country of origin statements (e.g., "goods not made in Country X"), furnishing information about business relations with a boycotted country or certifying that the supplied goods are not transported by a boycotted country.

IMPLEMENTATION OF THE CODE

The Code will be reviewed annually by the Company's Board of Directors and its officers to ensure that Guideline provisions are up-to-date and being followed throughout the Company. All officers and managers of the Company will be responsible for the enforcement of the Guidelines within their specific areas of supervisory responsibility and shall be obligated to periodically distribute and review the Guidelines with employees under their supervision.

CERTIFICATIONS

All employees, and certain third parties representing the Company, are required to certify their compliance with the requirements of the Code annually, and to report whether they are aware of any violations by others.

ANNUAL COMPLIANCE CERTIFICATE

I have read the Continental Mills, Inc. *dba* The Krusteaz Company Business Code of Conduct (the "Code"), and, to the best of my knowledge, I am in compliance with all of the provisions in the Code. I have not engaged in activities that constitute a conflict of interest in violation of the Code and have not otherwise engaged in conduct that violates the Code, except as may be noted below.

POTENTIAL CONFLICTS OF INTEREST:

Except as noted below, (1) I do not have any conflicts of interest or potential conflicts of interest and (2) I am not aware of conflicts of interest or potential conflicts by others: *

POTENTIAL CODE VIOLATIONS:

Except as noted below, (1) I have not committed any violation of the Code, and (2) I am not aware of anyone else committing any violation of the Code: *

(E-Signature)

(Date)

Note: As an alternative to written identification of violations by others, you may call the Company Ethics Phone Hotline at 1-833-718-4778.