

POPREACH CORPORATION

Code of Business Conduct and Ethics

Approved by the Board of Directors on July 23, 2020

CODE OF BUSINESS CONDUCT AND ETHICS

The objective of this Code is to provide guidelines for maintaining the integrity, reputation, honesty, objectivity and impartiality of PopReach Corporation (the “**Company**”) and its subsidiaries (collectively, the “**PopReach Entities**”). This Code covers a wide range of business practices and procedures. It does not cover every issue that may arise, but sets out basic principles to guide all directors, managers, officers and employees of the PopReach Entities (collectively, “**PopReach Personnel**” or “**you**”). All PopReach Personnel must conduct themselves accordingly and seek to avoid even the appearance of improper behavior. This Code and specific related policies and guidelines (including the Company’s Insider Trading Policy) put in place from time to time by the PopReach Entities will govern your employment or other relationship with the PopReach Entities.

If a law conflicts with a policy in this Code, PopReach Personnel must comply with the law. If a local custom or policy conflicts with this Code, PopReach Personnel must comply with this Code. If you have any questions about these conflicts, you should ask a senior officer of the Company how to handle the situation. **Any questions regarding the Code should be addressed to the Company’s President.**

PopReach Personnel who violate the standards in this Code will be subject to disciplinary action, up to and including termination of their employment or other relationship with the PopReach Entities. If you are in a situation that you believe may violate or lead to a violation of this Code, follow the guidelines described below under “Compliance Procedures”.

1. The Code

A. **Compliance with Laws, Rules and Regulations**

Obeying the law, both in letter and in spirit, is the foundation on which the PopReach Entities’ ethical standards are built and is critical to our reputation and continued success. All PopReach Personnel must respect and obey the laws of the various jurisdictions in which the PopReach Entities operate and avoid even the appearance of impropriety. Although not all PopReach Personnel are expected to know the details of these laws, it is important to know enough to determine when to seek advice from senior management or other appropriate personnel. The Company’s President is available to assist PopReach Personnel in determining applicable legal requirements and to seek the advice of legal counsel where appropriate.

PopReach Personnel must cooperate fully with those responsible for preparing reports filed with the securities regulatory authorities and all other materials that are made available to the investing public to ensure those persons are aware in a timely manner of all information that is required to be disclosed. PopReach Personnel should also cooperate fully with the independent auditors in their audits and in assisting with the preparation of financial disclosure.

B. **Conflicts of Interest**

PopReach Personnel are required to act with honesty and integrity and to avoid or fully disclose any interest, relationship or activity that may be harmful or detrimental to the Company’s best

interests or that may give rise to real, potential or the appearance of a conflict of interest with the interests of any of the PopReach Entities.

A “**conflict of interest**” exists when a person’s private interests interfere, or appear to interfere, in any way from the interests of the Company. A conflict of interest can arise when PopReach Personnel take actions or have interests that may make it difficult for them to perform their work for the Company objectively and effectively. Conflicts of interest also may arise when PopReach Personnel or members of their families receive improper personal benefits as a result of their positions with a PopReach Entity or when PopReach Personnel, members of their family or entities they are associated with enter into transactions or conduct business with PopReach Entities.

Conflicts of interest are prohibited as a matter of policy, except as may be approved as described below. Conflicts of interest may not always be clear-cut. Persons other than directors and executive officers who have questions about a potential conflict of interest or who become aware of an actual or potential conflict should discuss the matter with, and seek a determination and prior authorization or approval from, their supervisor or the Company’s President. A supervisor may not authorize or approve conflict of interest matters or make determinations as to whether a problematic conflict of interest exists without first providing the Company’s President with a written description of the activity and seeking the President’s written approval. If the supervisor is involved in the potential or actual conflict, the matter should instead be discussed directly with the Company’s President. Directors and executive officers must seek determinations and prior authorizations or approvals of potential conflicts of interest exclusively from the Company’s board of directors.

C. Confidentiality

PopReach Personnel must maintain the confidentiality of confidential information entrusted to them by any PopReach Entity and persons with whom the PopReach Entities do business, except when disclosure is authorized under the Disclosure and Confidential Information Policy or required by laws or regulations. Confidential information includes all non-public information that might be of use to competitors or harmful to any PopReach Entity or the person to whom it relates if disclosed. The obligation to preserve the confidentiality of confidential information continues even after PopReach Personnel cease to have a relationship with the PopReach Entities.

PopReach Personnel who have access to confidential information are not permitted to use or share that information for trading purposes or for any other purpose except the conduct of the PopReach Entities’ business. All PopReach Personnel should read and abide by the Company’s Disclosure and Confidential Information Policy.

D. Corporate Opportunities

PopReach Personnel are prohibited from taking for themselves personally opportunities that are discovered through the use of corporate property, information or positions without the consent of the board of directors and from using corporate property, information or positions for improper personal gain. No PopReach Personnel may compete with any of the PopReach Entities directly

or indirectly. PopReach Personnel owe a duty to each PopReach Entity to advance its legitimate interests when the opportunity to do so arises.

E. Protection and Proper Use of PopReach Entity Assets

All PopReach Personnel should endeavor to protect PopReach Entity assets and ensure their efficient use. Theft, carelessness and waste have a direct impact on the profitability of the PopReach Entities. Any suspected incident of fraud or theft should be reported immediately to the Company's President for investigation.

The obligation of PopReach Personnel to protect the assets of the PopReach Entities includes the PopReach Entities' proprietary information. Proprietary information includes any information that is not known generally to the public or would be helpful to competitors of any of the PopReach Entities. Examples of proprietary information include intellectual property (such as trade secrets, patents, trademarks and copyrights), business, marketing and service plans, designs, databases, salary information and any unpublished financial data and reports. Unauthorized use or distribution of this information would violate PopReach Entity policy and could be illegal and result in civil or criminal penalties.

The obligation to preserve the confidentiality of proprietary information continues even after PopReach Personnel cease to have a relationship with any of the PopReach Entities.

PopReach Entity assets may never be used for illegal purposes.

F. Information Protection

The PopReach Entities have physical and electronic safeguards in place to protect their information and all personal and confidential information entrusted to them. PopReach Personnel should use these safeguards to minimize the risk of unauthorized or accidental disclosure of such information. Unauthorized collection, use or disclosure of personal or confidential information can harm the PopReach Entities and their stakeholders and damage the trust that has been built. Breaches can be verbal, written or electronic and can be caused by error or malicious intent. If you become aware of a potential privacy, confidentiality or information security breach, you must promptly report it.

G. Competition and Fair Dealing

The PopReach Entities seek to excel and to outperform any competitors fairly and honestly through superior performance and not through unethical or illegal business practices. Taking proprietary information without the owner's consent, inducing disclosure of that information by past or present employees of other persons or using that information is prohibited. PopReach Personnel should respect the rights of, and deal fairly with, the PopReach Entities' competitors and persons with whom the PopReach Entities have a business relationship. No PopReach Personnel should take unfair advantage of anyone through illegal conduct, manipulation, concealment, abuse of proprietary information, misrepresentation of material facts or any other intentional unfair-dealing practice. Nor should any PopReach Personnel act in a manner that may be anti-competitive under anti-trust laws. The Company's President is available to assist

PopReach Personnel in determining the application of those laws and to seek the advice of legal counsel where appropriate.

H. Gifts and Entertainment

Business gifts and entertainment are customary courtesies designed to build goodwill and constructive relationships among business partners. These courtesies may include such things as meals and beverages, tickets to sporting or cultural events, discounts not available to the general public, accommodation and other merchandise or services. In some cultures, they play an important role in business relationships. However, a problem may arise when these courtesies compromise, or appear to compromise, a PopReach Entity's ability to make fair and objective business decisions or to gain an unfair advantage.

Offering or receiving any gift, gratuity or entertainment that might be perceived to unfairly influence a business relationship should be avoided. These guidelines apply at all times and do not change during traditional gift-giving seasons.

A gift or entertainment item should only ever be offered, given, provided, authorized or accepted by any PopReach Personnel or their family members if it: (i) is not comprised of cash, (ii) is consistent with customary business practices, (iii) is not excessive in value, (iv) cannot be construed as a bribe or payoff, and (v) does not violate any laws. Notwithstanding the foregoing, if a disinterested third party would be likely to believe that the gift affected your judgment, then it must not be offered, given, provided, authorized or accepted. All business dealings must be on arm's-length terms and free from any favourable treatment resulting from the personal interests of PopReach Personnel.

Strict rules apply when a PopReach Entity does business with governmental agencies and officials (as discussed in more detail below). PopReach Personnel should discuss with their supervisor or department head any gifts or proposed gifts about which they have any questions.

I. Payments to Government Personnel

All PopReach Personnel must comply with all laws prohibiting improper payments to domestic and foreign officials. Other governments have laws regarding business gifts that may be accepted by government personnel. The promise, offer or delivery to an official or employee of various governments of a gift, favour or other gratuity in violation of these laws would not only violate the PopReach Entities' policies but could also be a criminal offence. Illegal payments should not be made to government officials of any country. The Company's President can provide guidance to PopReach Personnel in this area and seek the advice of legal counsel where appropriate.

J. Lobbying

Any contact with government personnel for the purpose of influencing legislation or rule making, including such activity in connection with marketing or procurement matters, is considered lobbying. You are responsible for knowing and adhering to all relevant lobbying laws and associated gift laws, if applicable and for compliance with all reporting requirements. You must obtain the prior approval of the President to lobby or authorize anyone else (for example, a

consultant or agent) to lobby on behalf of any PopReach Entity, except when lobbying involves only normal marketing activities and not influencing legislation or rule making.

K. Human Rights in the Workplace

The PopReach Entities are committed to providing a workplace free of harassment, violence and discrimination. PopReach Personnel are expected to foster a respectful work environment that adheres to the requirements of applicable human rights law and related workplace legislation. The PopReach Entities are firmly committed to providing equal opportunity in all aspects of employment and recognize diversity as an important asset. The PopReach Entities will not tolerate acts of discrimination based on age, ancestry, colour, race, citizenship, ethnic origin, creed, disability, family status, marital status, gender, sex, sexual orientation or any other ground of discrimination prohibited by law. PopReach Personnel are encouraged to speak with their supervisor or Human Resources when a co-worker's conduct makes them uncomfortable and to report harassment when it occurs.

L. Health and Safety

The PopReach Entities strive to provide all PopReach Personnel with a safe and healthy work environment. All PopReach Personnel have responsibility for maintaining a safe and healthy workplace by following safety and health rules and practices and reporting accidents, injuries and unsafe equipment, practices or conditions to a supervisor or department head. Being under the influence, and the possession, of illegal drugs in the workplace will not be tolerated. PopReach Personnel should report to work in condition to perform their duties, free from the influence of illegal drugs or alcohol.

M. Accuracy of Records and Reporting

The PopReach Entities require honest and accurate recording and reporting of information of the Company to make responsible business decisions. The Company's accounting records are relied upon to produce reports for management, directors, managers, securityholders, governmental agencies and persons with whom the Company does business. All of the Company's financial statements and the books, records and accounts on which they are based must appropriately reflect the Company's activities and conform to applicable legal, accounting and auditing requirements and to the Company's system of internal controls. Unrecorded or "off the books" funds or assets should not be maintained unless required by applicable law or regulation.

All PopReach Personnel have a responsibility, within the scope of their positions, to ensure that the Company's accounting records do not contain any false or intentionally misleading entries. The Company does not permit intentional misclassification of transactions as to accounts, departments or accounting records. All transactions must be supported by accurate documentation in reasonable detail and recorded in the proper accounts and in the proper accounting period.

Many PopReach Personnel use business expense accounts, which must be documented and recorded accurately in accordance with the Company's internal policies relating to travel and other expenses. If PopReach Personnel are not sure whether a certain expense is legitimate, a

supervisor or department head can provide advice. General rules and guidelines are available from the Company's President.

Business records and communications often become public through legal or regulatory proceedings or the media. PopReach Personnel should avoid exaggeration, derogatory remarks, guesswork or inappropriate characterizations that can be misunderstood. This requirement applies equally to communications of all kinds, including e-mail, informal notes, internal memos and formal reports.

N. Use of E-mail and Internet Services

E-mail and internet services are provided to assist PopReach Personnel in carrying out their work. Incidental and occasional personal use is permitted, but never for personal gain or any improper purpose (including, without limitation, for any illegal activity, cyber-bullying and spam). PopReach Personnel may not access, send or download any information that could be insulting or offensive to another person, such as sexually explicit messages, cartoons, jokes, unwelcome propositions, derogatory messages based on racial or ethnic characteristics, or any other message that could reasonably be viewed as harassment. Flooding PopReach Entities' system with junk and trivial information hampers the ability of the system to handle legitimate business and is prohibited.

Messages (including voice-mail) and computer information sent, received or created by PopReach Personnel are considered property of PopReach Entities and PopReach Personnel should recognize that these messages and information are not "private". Unless prohibited by law, PopReach Entities reserve the right to access and disclose those messages and information as necessary for business purposes. PopReach Personnel should use good judgment and not access, send messages or store any information that they would not want to be seen or heard by others.

O. Social Media

Postings and communications made through social media are, or can become, public and they may be difficult or impossible to rescind. PopReach Personnel must consider the potential impact their personal posts may have on any of the PopReach Entities' reputation, and be guided by the standards set out in this Code. While social media can be used to create greater awareness and promote the PopReach Entities' brand, it is not an appropriate venue for PopReach Personnel to express concerns about the PopReach Entities or their stakeholders, clients, colleagues or competition. If PopReach Personnel have concerns, they should speak to the Company's President.

2. Waivers of the Code

Any waiver of this Code for directors or officers may be made only by the board of directors (or a committee of the board of directors of the Company to whom that authority has been delegated) and any material waivers will be disclosed as required by law or stock exchange regulation.

3. Reporting and Illegal or Unethical Behavior

Each of the PopReach Entities has a strong commitment to the conduct of its business in a lawful and ethical manner. PopReach Personnel are encouraged to talk to supervisors, managers or other appropriate personnel about observed illegal or unethical behavior. It is the policy of the PopReach Entities not to allow retaliation for reports of misconduct by others made in good faith. It is, at the same time, unacceptable to file a report knowing that it is false. All PopReach Personnel are expected to cooperate in internal investigations of misconduct.

4. Compliance Procedures

All PopReach Personnel must work to ensure prompt and consistent action against violations of this Code. However, in some situations it is difficult to know right from wrong. Since we cannot anticipate every situation that will arise, it is important that the PopReach Entities have a way to approach a new question or problem. These are the steps to keep in mind:

- Make sure you have all the facts. In order to reach the right solutions, we must be as fully informed as possible.
- Ask yourself: What specifically am I being asked to do? Does it seem unethical or improper? This will help you to focus on the specific question you are faced with and the alternatives you have. Use your judgement and common sense - if something seems like it might possibly be unethical or improper, it probably is.
- Clarify your responsibility and role. In most situations, there is shared responsibility. Are your colleagues informed? It may help to get others involved and discuss the problem.
- Discuss the problem with your manager. This is the basic guidance for all situations. In many cases, your manager will be more knowledgeable about the question and will appreciate being brought into the decision-making process. Remember that it is your manager's responsibility to help solve problems.
- Seek help from company resources. In the rare case where it may not be appropriate to discuss an issue with your manager, or where you do not feel comfortable approaching your manager with your question, discuss it locally with your "two-up". If that is not appropriate for any reason, contact the Company's President.
- You may report ethical violations in confidence and without fear of retaliation. If your situation requires that your identity be kept secret, your anonymity will be protected to the extent possible. The PopReach Entities do not permit retaliation of any kind against employees for good faith reports of ethical violations.
- Always ask first, act later: If you are unsure of what to do in any situation, seek guidance before you act.

The undersigned acknowledges that he or she has read the Company's Code of Business Conduct and Ethics and agrees to abide by the Code, as amended or supplemented from time to time.

Signature: _____

Print Name: _____

Date: _____