



MIND|READY

THINK BETTER. PLAY BETTER.

MINDREADY CODE OF ETHICS

The original MindReady team was just Pepe and myself and as we have grown, we have been incredibly intentional about our culture. At its most basic level, culture is our collective behavior. Our culture is shaped by things like our Core Values, shared behaviors, and special traditions. But one of the most important aspects of our culture is how we treat each other. We want this to be a company where everyone acts with integrity — where we are honest and respectful at all times, with all people.

When it comes to how we treat one another, it is critical that we are all on the same page. To help with this, we have defined some simple behavioral standards within our Code of Ethics. The Code of Ethics reminds us of our responsibilities as employees to all of our stakeholders — Parents, Coaches, Employees, Shareholders, and (most importantly) the Athletes. Simply put: it outlines our expectations for how we conduct ourselves. We expect all employees, parents, coaches, and athletes to read it, understand it, and live it. If we all commit to these standards, we will not only maintain the culture that makes MindReady so special, but we will also strengthen it.

To keep the Code of Ethics relevant, we will need your ongoing feedback. If you have questions or you are aware of some activity that does not align with these expectations, please email hello@mindready.co.

Thanks for being part of our team.

Sincerely,

Jeremy Wolf & Pepe Santos

MIND|READY

Introduction

Our culture is built around four (4) Core Values — Champion the Mission, Be a Teacher, Embrace the Adventure, and Treat People with Kindness. Our Code of Ethics articulates the principles we must practice to live up to our values. It clarifies expectations around our behavior and reinforces our shared responsibility for this incredible MindReady community.

Champion the Mission. Every single one of us has the responsibility to enrich and support the community we inhabit. We come to work every day with a sense of purpose and leave with a sense of accomplishment eager to come back again the next day to continue to build and enrich the world around us.

Be a Teacher. MindReady is not built on motivation quotes. Full stop. We are designed to support the growth of athletes over the long term. We believe that education is the key to lasting success on and off the field.

Embrace the Adventure. Every athlete's journey is different and we aim to nourish and encourage athletes from all walks of life. If you love competing, improving, working hard, MindReady is for you.

Treat People with Kindness. All of us deserve to be treated with respect and encouraged to reach our full potential. It's this standard that we hold every MindReady team member, coach, parent, and athlete we work with too.

Core Responsibilities

Manager Responsibilities. Managers occupy positions of authority and must be ethical role models. Managers communicate their commitment to the Code of Ethics by (1) living the MindReady Core Values; (2) consistently upholding our high standards and avoiding even the appearance of unethical behavior; (3) holding themselves and others accountable for their decisions and behaviors; and, (4) being alert to and taking steps to address situations that could violate the Code of Ethics or damage MindReady's reputation.

Coach Responsibilities. Every MindReady coach is expected to understand the requirements described in the Code of Ethics. Before you make a work-related decision or take action, think about the Core Values and the Code of Ethics. Ask yourself the following questions. If the answer to any of the questions below is “No” or “I do not know,” then your decision or action is probably inappropriate.

- I. Is this action legal and ethical?
- II. Is this action aligned with both the spirit and the letter of the Code of Ethics and Core Values?
- III. Will this action seem appropriate to others?
- IV. Would your coworkers be embarrassed or compromised if this action were to become known within MindReady or publicly?

Company Responsibilities. MindReady will resolve employee questions, concerns, and reports with sensitivity and respect for employee confidentiality to the greatest extent possible. Consequences of violating the Code of Ethics or another MindReady policy will depend on the gravity of the violation and can result in discipline up to and including termination of a relationship between MindReady and yourself.

Everyone’s Responsibilities. We play by the rules. MindReady complies with national, state, and local laws and regulations that apply to our business. As a member of our community, you have a responsibility to be aware of and comply with the laws and regulations that apply to your area of responsibility. If you do not understand a particular law or regulation, or if you are not sure that it applies to you, ask a member of the team for help at hello@mindready.co.

Reporting and Responses to Concerns. We are committed to responding to employee concerns, complaints, and reports. So, please speak up! If you see, hear, or learn of inappropriate behavior, please immediately share your concerns. There are many ways to report issues. Tell any team member via phone call, email, or direct message in Slack. Each member has an obligation to report any violations they are informed of or witness directly.

We will thoroughly, promptly, and impartially examine and address each and every report of a violation of the Code of Ethics. We will take appropriate steps to maintain confidentiality, though we cannot guarantee absolute confidentiality or anonymity. Employees are required to cooperate with investigations conducted by MindReady by providing truthful and complete responses to investigators. Malicious, ill-willed, or deceitful reports will not be tolerated and will be treated as a violation of this Code of Ethics.

Respectful Relationships. Belonging is a concept that defines MindReady and every employee should feel welcome to experience and express it. Because all belonging begins with respect, these policies outline the minimum expectations for respectful interactions at work.

We Promote Diversity, Inclusion, and Equal Employment Opportunities. We believe in equal employment opportunities, which means we respect and embrace each other’s differences. We give every applicant and employee equal opportunities without regard to characteristics and statuses protected by federal, state, or local laws. Protected characteristics and statuses around the world include such things as race, religion, national origin, social condition, criminal record, citizenship, culture, color, gender, gender identity, gender expression, genetic characteristics, age, disability, medical condition, pregnancy, marital status, military status, civil status, HIV status, and sexual orientation.

We practice and promote equal opportunity in every employment-related activity and location. We make employment-related decisions only on the basis of individual ability, performance, experience, and business requirements. Our employees should be free from discrimination in all aspects of the employment relationship — from recruitment and hiring, compensation, performance evaluations, project assignments, training opportunities, promotions, and more through to the end of employment.

Building a Healthy Workplace. A healthy, inclusive work environment is not exclusively a manager’s responsibility. A culture of belonging requires everyone to act appropriately with co-workers, contingent workers, vendors, and guests and to take action when necessary to ensure our work environment is free from bullying, discrimination, and harassment.

When We Say “Mandatory,” We Mean It. We offer several mandatory pieces of training on topics including harassment, discrimination, and others. All employees globally are required to complete harassment prevention training. These mandatory training will be assigned to you and your Employee Handbook may outline the specific mandatory training that applies to you. Failure to complete these training by their assigned deadlines can result in employee discipline leading up to and including termination of your relationship with MindReady.

We are Exemplary Teachers & Practitioners. We are proud to have so many coaches who are champions of MindReady’s mission, not just at work, but also on the field and in classrooms and clinics. As a coach, you literally represent MindReady and its values in our community. This is a significant responsibility.

We Respect & Protect the Privacy of Personal Information. MindReady would not exist without the trust of our coaches, parents, and athletes. We maintain this trust by restricting access to the personal information of athletes to coaches with a business reason to use it and by asking that our employees take steps to protect against unauthorized use or release of this information.

For your protection and the privacy of our community, do not access or try to access the personal information of athletes and parents unless you need it to do your job. We regularly monitor employee access and will not hesitate to terminate our relationship with any individual who abuses his or her administrative access privileges.

We Protect MindReady’s Intellectual Property & Confidential Information. For our community to keep thriving, we must protect our intellectual property and confidential information. We should each take all steps and precautions necessary to restrict access to and secure intellectual property or confidential information by, amongst other things:

- I. Maintaining the confidentiality of MindReady-related transactions;
- II. Conducting our business and social activities so as not to risk inadvertent disclosure of confidential information. Review of confidential documents in public places should be conducted so as to prevent access by unauthorized persons;
- III. Restricting access to documents and files (including computer files) containing material, non-public information to individuals on a need-to-know basis (including maintaining control over the distribution of documents and drafts of documents);
- IV. Properly and dutifully disposing of all confidential documents and other papers, after there is no longer any business or other legally required need, through shredders when appropriate;
- V. Safeguarding laptop computers, mobile devices, tablets, memory sticks, and other items that contain confidential information to prevent unauthorized access to devices and/or electronic information to which you have access; and

- VI. Avoiding the discussion of the material, non-public information in places where the information could be seen by others (e.g., social media, public forums, etc.)

MindReady, not any one individual, owns the confidential information and intellectual property you help create during your relationship with MindReady. It is your responsibility to use it only for MindReady's benefit and it must not be used for any other purpose. Only share it with anyone outside MindReady subject to a nondisclosure agreement reviewed, approved, and executed by MindReady's Executive Team in writing. **Sharing confidential data online, outside of the systems authorized by MindReady, including on third-party apps, is strictly prohibited.** You may not use or disclose it for any other purpose. Failure to comply with this policy may result in discipline up to and including termination of your relationship with MindReady.

When you leave MindReady, you cannot take any intellectual property you helped develop. In addition, at MindReady you also are absolutely prohibited from using confidential information, intellectual property, or trade secrets of others, including, but not limited solely to, your prior employers, in your MindReady work. You must also protect the copyrighted or otherwise protected information of others and may not make unauthorized copies or incorporate it into your own work. For more information on protecting confidential information and IP, please review your Confidentiality Agreement with MindReady.

We Understand the Importance of Information Security. At MindReady, we maintain the security of our IT systems. The Policies for Information Security and Privacy at MindReady contain important information about company IT security and data privacy expectations and requirements, including how to fulfill these expectations and requirements when working in public places or traveling.

You must review, understand, and commit to following these policies:

Speaking to the Press or Public

Per MindReady's Guidelines, you must obtain approval from the Executive Team before making any statements on behalf of or as a representative of MindReady (including "off the record," "background," or "not for attribution" comments) to journalists, bloggers, influencers, industry analysts, investors, or otherwise through any public forum, panel, or public speaking engagement. If you inadvertently make a comment without obtaining advanced approval from the Executive Team, you must report any such statements to hello@mindready.co.

We Recognize & Avoid Conflicts of Interest

A conflict of interest develops when personal loyalties or interests are, or seem to be, at odds with company interests. Relationships, financial interests, outside activities, and receiving gifts or entertainment from vendors, suppliers, and partners can lead to the appearance of a conflict of interest. The appearance of a conflict raises doubts about the quality of a business decision and the decision-makers integrity. We must never let conflicts of interest interfere with our loyalty to MindReady and should never take personal advantage of an opportunity that belongs to MindReady.

We Interact Responsibly on Social Media

Members of our community are accountable for what they do and say on social media. Be respectful and courteous on your platforms as you represent MindReady on global public forums. We take this seriously and will terminate any coach or individual's relationship that disrespects others online.

We Promote Fair Competition

We insist on the highest levels of integrity and comply with all antitrust or competition laws. When we compete, we:

- I. Do not make false claims about our competitors' products and services, as well as our own;
- II. Avoid making formal or informal agreements to unfairly restrict competition;
- III. Honor the confidentiality of our competitors' trade secrets;
- IV. Develop and implement our business strategies independently; and
- V. Succeed because of our great people, our compelling vision, the quality of our product, and our superior marketing. It is good business to study our competitors, but only if we do it fairly, ethically, and in compliance with all laws and regulations that apply to our business.

Do not seek competitor information unless it is reasonable and lawful to have or use the information. Competitive information includes anything related to the competitive environment or to a competitor's products, services, markets, and pricing or business plans. Legitimate sources of competitive information include publicly available news accounts, industry surveys, competitors' displays at conferences and trade shows, and information publicly available (such as on the Internet).

It is also acceptable to get competitive information by obtaining a license to use the information or purchasing ownership of the information. It is never acceptable to seek or knowingly use competitive information if:

- I. It is obtained by unethical or illegal means, including theft, bribery, eavesdropping, or unauthorized tape-recording of a customer or supplier or unauthorized computer devices, including those with the intent or the result of evading another company's security or privacy mechanisms;
- II. It includes proprietary information that was copied, drawn, or photographed without the owner's permission;
- III. It was obtained in exchange for compensation, employment considerations, gifts, or anything else of value or consideration;
- IV. It is sent to you in an unsolicited communication from a supplier, partner, or other third parties;
- V. It was solicited from a new hire and is about his/her former employer; or
- VI. It contains technical or engineering data protected by trade secrets or other laws or regulations applicable to intellectual property or proprietary rights and interests.

If you receive or are offered data or information about a competitor in circumstances that cause you any concern, then you should not distribute it and should immediately seek advice from the MindReady Executive Team.

We do not Engage in Insider Trading

Insider trading occurs when a person purchases or sells a security while in possession of material nonpublic information. Employees who learn material nonpublic information about MindReady or companies MindReady does business with may not use that information to buy or sell a security and may not advise any other person to buy or sell a security based on that information.

Waivers. Any waiver of this Code of Ethics for the Company’s directors, executive officers, or other principal financial officers may be made only by the disinterested members of the Board and will be disclosed to the public as required by law. Waivers of this Code of Ethics for other individuals may be made only by MindReady’s Chief Executive Officer.

Final Note. YOU are the key to keeping the Code of Ethics relevant and effective. If you see, hear, or learn about a possible violation of the Code of Ethics, please tell someone. That someone may be any manager or Executive Team member — or you may report your concern to hello@mindready.co. If together we insist on respectful relationships and a safe and secure workplace, then we will ensure that MindReady remains a healthy and sustainable workplace for decades to come.

If you do not agree to any of the terms of this Agreement, please DO NOT access MindReady’s Platforms; you are not permitted to use our Services if you do not agree to these standards.

MINDREADY LLC

SIGNEE

Signed:

Signed:

Name: Jeremy Wolf

Name:

Title: Co-founder & CEO of MindReady

Date: