Code of Conduct

November 2025

youi you.insured

Table of contents

1.0 The Youi way 2

2.0 Our Code of Conduct 4

3.0 People first 8

4.0 How we behave 9

5.0 How we conduct our business 14

6.0 Approval and review 17

7.0 Document control 18

1.0 The Youi way

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 at 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 team, never forget the responsibility you have.

You are Youi and Youi is you.



Nathaniel Simpson
CEO

Performing for Purpose

Our Purpose

We challenge.
We live our amazing culture.
We provide our customers with a better insurance alternative;
Better Price, Service & Trust
We are Youi and Youi is us.

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

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.

Human

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 a strong and united team. We relentlessly pursue avenues to be better together.

Passionate

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.

Dynamic

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.

Honest

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.

Recognition

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

2.0 Our Code of Conduct

2.1 What is Youi's Code of Conduct?

Youi's Code of Conduct (the Code) 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. The Code sets out 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 comply with all legislation that applies to Youi and its operations, uphold Youi's values and comply with Youi's policies, standards and procedures. In every conversation, every decision, every day: we are responsible for raising the bar for what our values really mean.

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 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 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 assist you in determining whether you are upholding Youi's conduct expectations:

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 or does it break a law?

Is this ethical, does it comply with policy and/or meet community expectations?

Would I feel okay 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 documented in section 2.6 Speaking up with integrity.

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

We require our people (and all others covered by the Code) to follow our Code and any other policies, standards and procedures that apply to their 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.

2.6 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 consider your options below and take action.

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, and are supported and listened to, regardless of which reporting method you choose.

How to report an employee matter

You can do this by:

Concern	Reporting options
Employee conduct concerns	Reports of inappropriate conduct, misconduct or policy breaches should be submitted via the P&C Service Desk on YourWorld; or Submit a risk incident; or Inform your leader or a member of the Executive Leadership team; or Refer to the Employee Internal Complaints Policy.
Privacy breaches	Submit a risk incident; or Inform the Privacy Officer (Head of Compliance).

2.6 Speaking up with integrity (cont.)

How to report a Speak Up matter

If you wish to make a report under the Whistleblower Policy, see below options:

Concern	Reporting options
To report suspected, or actual instances of misconduct and/or fraud under the Whistleblower Policy **This type of report will be treated as confidential, with anonymity options available to you via the Hotline.**	You can contact: The Speak Up Hotline accessible via https://ispeakup.co/youi Chief Audit Executive Chief Legal and Governance Officer A member of the Executive Leader team A member of the Board or one of its relevant committees

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. If your concern relates to fraud or suspected fraud, please refer to the Fraud Risk Management Policy for further information and guidance.

Youi has zero tolerance for reprisal or retaliation in any form against people who report genuine concerns of wrongdoing, misconduct and/or employment-related concerns, in good faith.

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.

We achieve this through our commitment to:

- Helping our customers, building trust and delivering value for them.
- Ensuring our leaders are accountable and responsible.
- Diversity, equity and inclusion.
- Providing a healthy, safe and respectful workplace.
- Supporting the wellbeing of our people.
- Providing a workplace free from any form of bullying, unlawful discrimination or sexual harassment.
- Promoting collaboration and teamwork.
- Contributing back to our communities.

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 and respect with our customers, colleagues, stakeholders and communities. We do this by our actions and doing everything the right way.

4.1 We're all expected to:

- Demonstrate dignity, courtesy, inclusivity, and respect in every interaction.
- Always act with integrity – never mislead or defraud Youi, or use our position, or company, customer, or supplier resources or information, for personal benefit or to the detriment of others.
- Perform our roles to the expected standards and always in accordance with our values and expected behaviours under the Code, policies and procedures.
- Protect the reputation of Youi and not make any disparaging or untruthful remarks about Youi, other team mates, customers, competitors, contractors or suppliers.
- Take reasonable steps to ensure that everyone conducting business on behalf of Youi adheres to our Code.
- Work in a safe, responsible and effective way, and ensure you do not impact 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 when you attend at work, including being unimpaired by drugs, alcohol or other substances.
- Disclose potential or actual changes to personal circumstances that may impact your ability to perform your role.
- Make employment and promotion decisions based on merit.
- Report breaches of the Code of Conduct.
- Know which policies, standards, procedures and processes 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.

4.1 We're all expected to: (cont.)

- Comply with all contractual obligations and other undertakings.
- Follow all reasonable and lawful directions.
- Make decisions within your delegated authority level.
- Complete ongoing training and education programs relevant to your role to build and maintain awareness of relevant laws, policies, procedures and practices, within any identified timeframes.
- 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 your department Risk Specialist if you require further guidance.

Youi does not tolerate inappropriate behaviour in any work-related context or in connection with work. This applies to interactions with employees, contractors, consultants, prospective employees, customers, business partners, suppliers, and any other stakeholders. We also do not accept conduct that risks the physical or psychological safety of anyone we engage with.

Inappropriate workplace behaviour includes (but is not limited to):

- Discrimination and vilification.
- Bullying and harassment.
- Harassment on the grounds of sex.
- Racism and Hate Speech.
- Creating or contributing to a hostile work environment on the grounds of sex.
- Sexual harassment.
- Victimisation, including towards people who identify as gender or sexually diverse.
- Inappropriate behaviours which create a hostile work environment.

If you experience or observe inappropriate workplace behaviour, you are encouraged to raise it and report the matter.

4.2 Our leaders are expected to:

- Lead by example and inspire others to do the same.
- Set clear expectations and support our teams to succeed.
- Live our values and uphold our policies, standards, and laws.
- Provide honest feedback and coaching to help employees grow.
- Act quickly to address inappropriate behaviour and seek advice when needed.
- Create a safe, open, and respectful environment where concerns can be raised without fear.
- Champion and uphold safety, governance, and compliance in all that we do.

4.3 Conflicts of Interest

A conflict of interest arises when your personal interests interfere, or appear to interfere, with your responsibility to act in the best interests of Youi. Such situations may compromise, or be perceived to compromise, your ability to remain objective and impartial. We will disclose, record and manage conflicts of interests in accordance with the Conflicts of Interest Policy.

4.4 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. Remember that you may be identifiable as a Youi employee because you identify us as your employer, or because you are connected/ friends with other Youi employees. **Whether you are using social media on behalf of Youi, or are identifiable as a Youi employee, use the below expectations of conduct to ensure you use social media responsibly:**

- Unless authorised, do not communicate directly or indirectly with the public or media about Youi's business activities.
- Do not post any pictures or videos of colleagues online, unless you have their express permission.
- Be polite to everyone you interact with online, irrespective of their views.
- Remember, you can't take back what you've posted or shared online.
- Respect things like copyright, privacy, confidentiality, financial disclosure and any other applicable laws whenever you post or interact on social media.

4.4 Social media and communication media (cont.)

- Be clear in your profile and communication that your opinions are yours and not those of Youi.
- Make sure what you communicate online is not inappropriate, hurtful, obscene, defamatory, threatening, harassing, discriminatory or hateful towards another person or entity, including Youi.

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.

4.5 Disclosure

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

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

4.6 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 and information, both of our customers and our employees.

You are expected to keep personal and sensitive customers and employee data secure and escalate any breaches promptly to the Privacy Officer (Head of Compliance).

4.6 Privacy and Confidential Information (cont.)

In practice this means:

- We keep confidential information secure, and this includes keeping our desks clean. 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.
- We report any personal data losses to the Privacy Officer (Head of Compliance).
- Always protect an individual's personal information.

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 Our customers

We provide awesome service, act in good faith and in the best interests of the customer by providing honest, accurate and complete information. In practice this means:

- We interact with fairness, courtesy, professionalism, respect and care.
- Acting in good faith and in the best interests of the customer, and Youi.
- Providing honest, accurate and complete information to the customer, and to Youi.
- Exercising due care and follow Youi's policies, standards, procedures and processes.
- Acting within Youi's risk appetite and swiftly escalating issues where this is not 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 interest such as personal, family or friend's interests.
- We only provide general advice, not personal advice, about products and services to customers.
- We work to the best of our abilities and seek to continually improve our skills and knowledge. We complete training and hold accreditations required for our roles.
- We challenge ourselves to be better by always looking to improve how we serve our customers and help each other to be more productive, successful and awesome.

5.2 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 employees can take time out and contribute to local causes that make a difference.

As part of the Youi team, we expect:

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

We encourage you to support community events and activities.

5.3 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 uphold legal and regulatory obligations and ethical business practices.
- We record and manage customer complaints, issues and any dissatisfaction in a timely manner.
- We recognise the circumstances of individual customers, including vulnerabilities.
- 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.
- We encourage positive engagement in the communities in which we operate.

5.4 Fraud and financial crime

Youi has no tolerance for fraud, bribery or corruption. Facilitation payments are generally prohibited other than circumstances set out in Youi's Anti-bribery and Corruption Policy.

We each play a role in protecting our community which includes identifying and reporting any suspicious activity, including suspected internal or external fraud, suspected bribery or corruption acts.

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, gifts and entertainment or other benefits of any value, whether monetary or not.
- We do not engage in, or tolerate, fraud of any kind (including the provision of fraudulent information or documents), in line with the expectations set out in Youi's Fraud Risk Management Policy.
- Investigated claims are conducted appropriately and consistently with procedural fairness for customers.

6.0 Approval and review

6.1 This document is approved by the Document Approver.

6.2 It is required to be reviewed according to its Review Cycle or whenever material changes occur.

6.3 Where minor amendments are required, these can be approved by the Document Owner and noted by the Document Approver through standard business reporting. Minor amendments are amendments that relate to formatting, typographic errors, position / title / name changes or clarifications that do not alter the intent or possible interpretation of a policy statement.

7.0 Document control

7.1 Identification and approval

Document Name	Code of Conduct
Document Owner	Chief People Officer
Document Approval	Board
Classification	A
Review Cycle	Biennial
Audience	All staff

7.2 Revision history

Version	Date created	Drafted by	Reviewed by	Comments
5.0	20/11/2025	Trudy Jaeschke, Business Partnering Manager	Board	Approved

7.3 Identification and approval

Approved by	Version tabled	Version approved	Date approved
Executive Committee IRC	0.4	0.4	22/10/2019
Board Risk Committee	0.4	0.4	6/11/2019
Board of Directors	0.4	1.0	15/11/2019
Internal Risk Committee	1.1	1.1	19/10/2021
Board People & Remuneration Committee	1.1	1.1	28/10/2021
Board	1.1	2.0	11/11/2021
People & Culture Committee	2.1	2.1	4/10/2023
Board People & Remuneration Committee	2.1	2.1	19/10/2023
Board	2.1	3.0	16/11/2023
People & Remuneration Committee	3.1	3.1	18/09/2024
Board People & Remuneration Committee	3.1	3.1	10/10/2024
Board	3.1	4.0	14/11/2024
People & Remuneration Committee	4.1	4.1	1/10/2025
Board People & Remuneration Committee	4.1	4.2	16/10/2025
Board	4.2	5.0	20/11/2025