



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TITLE: Competition Law Policy			
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MANAGER REVIEW	Ross Litchfield	QUALITY REVIEW	

Tidyco Limited: Competition Law Policy

Competition laws are designed to promote free and fair competition. Where this is achieved, efficient and innovative organisations, like our own, prosper and customers receive the best products at the best price. Tidyco Ltd expects the highest standards of conduct and integrity from all employees, no matter where they operate

It is Tidyco Ltd 's policy to conduct its business in accordance with the competition laws. Competition laws apply to every aspect of our business and at every level: international, European and national. If you are an employee (including temporary or contract employees then you need to comply with these laws: compliance is non-negotiable.

There are serious adverse consequences for Tidyco Ltd and individuals for breaches of competition laws including potential criminal liability for individuals involved, as well as the risk of substantial fines, penalties and claims for damages, in addition to lengthy investigations and proceedings.

The Board of Directors and the senior management team are committed to the establishment of a robust system to ensure all Tidyco Ltd companies comply with competition laws by:

- providing you with guidance and advice to assist you to do your jobs in compliance with these laws; and
- encouraging you to actively seek advice and assistance if you have any questions or concerns.

We expect you to:

- take responsibility for understanding what you and your teams need to do in your roles to comply with competition law;
- use the guidelines and checklist provided to ensure competition law compliance; and
- seek guidance from a director if you are in doubt.

Preliminary

Tidyco Ltd expects the highest standards of conduct and integrity from all employees.

It is Tidyco Ltd policy to conduct its business in accordance with the competition laws of all the countries in which it operates. Compliance with competition laws is non-negotiable. They apply to Tidyco Ltd, and all directors, officers and employees of the business (which for these purposes includes temporary or contract employees) ("Employees").

Breaching competition laws on anti-competitive behaviour is a criminal offence in the United Kingdom. It exposes Tidyco Ltd and its Board of Directors and all Employees, and operating companies and their staff, to potential criminal liability, as well as to the risk of substantial fines, penalties and claims for damages. It is therefore extremely important that these policies are strictly observed.

These are guidelines only. In any competition law assessment, the central consideration will be the specific facts or circumstances applying at the time. If you are ever in any doubt about potential competition law issues, please contact a director.

What are competition laws?

Competition laws are designed to promote free and fair competition. The main focus of competition laws is to prevent:

- agreements (whether verbal or written) which have the object or effect of preventing, restricting or distorting competition;
- collusive behaviour between companies which replaces market uncertainty and independent decision making; and
- abusive behaviour by companies that are dominant in their business market(s).

Competition laws have a long reach. As well as covering formal, written agreements or arrangements, they also extend to informal communications which have an anti-competitive object or effect. This includes providing a competitor (or a third party who you know will or may inform a competitor) with commercial information (e.g., employee salaries, charges paid to a supplier or a distributor and terms and conditions applied to transactions).

What are the consequences of breaching competition laws?

Breaching competition laws can expose Tidyco Ltd and the individuals involved to substantial penalties and severe adverse consequences. For the business, these could be financial and reputational. For individuals, they could involve criminal liability including fines and/or imprisonment.

Financial damage to the business:

- Competition authorities all over the world vigorously enforce competition laws and can impose very large fines for breach. These fines can be up to 10% of a company's global turnover (not just profits). For our business this could amount to millions of pounds.
- Third party companies or individuals (such as competitors or distributors) who have suffered as a result of a company's failure to comply with competition laws could bring civil claims (such as class actions) costing the business potentially many more millions of pounds.

Reputational damage:

- Breaking competition laws may result in a loss of customer trust or bad media coverage causing damage to the business and brand.

Consequences for individuals:

- Individual employees (not just management) who breach competition laws face criminal fines and prison sentences;
- Individual employees could face disciplinary action, up to and including dismissal, for being involved in or failing to report behaviour that may be anti-competitive.

What do I need to know?

We do not expect you to understand all complexities of competition laws but we do expect you to read this guidance and the accompanying “do's and don'ts” so that you are able to understand the risks and avoid breaching competition laws. You must understand what you can and cannot do in the course of your day-to-day role in the Group. If at any time have concerns or questions about competition compliance do not hesitate to raise them with a director.

What do I do if I know of or become aware of a potential breach of competition laws?

If, at any time, you suspect or know that the business may be in breach of competition laws you should immediately inform a director.

It is usually in everyone's best interests to “come clean” as soon as possible. This is because the business may be able to reduce any potential exposure by seeking leniency or immunity, both for the business and for you, by reporting the matter early to the competition authorities. Leniency and immunity often only apply to the Company “first through the door” to the authorities. Therefore, it is in everyone's interest including all employees involved and the business that you report any suspected or known breach of competition laws as soon as possible.

This guidance focuses on the two central concerns of competition authorities:

1. anti-competitive agreements; and
2. behaviour by a dominant company which abuses its market position.

ANTI-COMPETITIVE AGREEMENTS

Agreements between two or more undertakings will be anti-competitive if they seek to:

- fix prices for goods or services;
- limit or control production or availability of goods, services, technical development or investment;
- share or “carve up” the market; and
- exchange commercially sensitive information.

An undertaking is defined as a single economic unit and therefore the Tidyco Ltd is likely to be treated as a single undertaking. The law is complex in this area and before entering any agreement which contains any element as explained below, speak to a director.

You should take particular care when dealing with competitors. The competition authorities take a broad view as to who may be a competitor, for example, a company that is a potential competitor or provides products and services which are similar to Tidyco Ltd will be deemed a competitor.

Areas to avoid

Direct contact with competitors is always viewed suspiciously by competition authorities. There may be legitimate reasons why you may need to speak to a competitor but you should always start from the position that such contact is problematic unless there is a legitimate reason. If you are unsure of whether you should contact or respond to a competitor contact speak to a director before doing so.

Agreeing with competitors on competitive elements of a product or service such as the price charged to customers, technical specifications or developments, performance of our products and items of cost that can affect the price we charge for products (price paid to suppliers, production or machine costs, employee pay etc.) is not acceptable in any circumstance.

Sharing the market or agreeing with a competitor not to compete for certain customers, not to produce certain products or not to supply a geographical area is a serious breach of competition laws.

Providing or supplying commercially sensitive information whether formally or informally (even with a friend who works at a competitor) can also be caught by the rules on anti-competitive agreements. Giving to a competitor or receiving from a competitor information about commercial strategy can be a breach of the competition rules and you must not do it.

Rigging the result of tender processes and cover pricing, by agreeing with a competitor or group of competitors the level at which each of you will bid for a contract with a view to “allocating” the contract to a particular bidder, is a very serious breach of competition laws. You should not in any circumstance discuss the price and terms of a Tidyco Ltd bid in any tender process with competitors.

Agreeing to restrict capacity or production is prohibited by competition laws. You must not discuss or agree any strategy or approach to production or capacity for any product manufactured by Tidyco Ltd.

Areas where you must be cautious

Trade associations can be viewed with suspicion by competition authorities. You should not attend any trade association which expressly or impliedly allows discussion on commercially sensitive issues such as prices, costs of production or the imposition of production quotas or might give rise to agreements which could infringe competition laws. When deciding whether to attend or when participating in a trade association meeting you must:

1. speak to a director and request the trade association's code of conduct and competition compliance policy for review before attending;

2. ensure an agenda is circulated and agreed in advance – if this contains any topic which you consider will or might involve commercially sensitive information being revealed you should not attend;
3. take a note of what is discussed and who was present (so far as you are able to);
4. if topics arise that discuss commercially sensitive information ranging from pricing through to staff costs, leave the meeting and have the fact of your leaving minuted; and
5. not allow yourself to get drawn into discussion on commercially sensitive matters after formal meetings or during social activities.

Similar issues can arise in any meetings with competitors, such as meetings for setting technical standards.

Contracts with third parties

The laws on anti-competitive agreements do not only apply to those between competitors, they also apply to contracts Tidyco Ltd enters with customers and suppliers.

Before entering into contracts with customers and suppliers you should have regard to the principles below. If you are unsure whether a proposed contract complies with these requirements or may infringe competition laws contact a director before agreeing them.

You must not set or agree a minimum resale price for Tidyco Ltd products. Whilst it is acceptable to agree a recommended or a maximum resale price with distributors or customers you should not impose a minimum selling price.

ABUSE OF A DOMINANT POSITION

Competition rules do not only apply to anti-competitive agreements: they also apply to anti-competitive market behaviour by dominant companies. A company may be considered to be dominant where it has a market share around 40%. However, dominance can be difficult to assess and will depend on the precise circumstances.

Therefore, all employees should be cautious about any behaviour or strategy that could be construed as seeking to exclude competitors from entering the market or seeking to drive out existing competitors. In particular, before doing any of the following you should contact a director:

- pricing a contract below cost (e.g., setting prices so low that the business will make a loss);
- refusing or ceasing to supply products to a customer or distributor without reasonable justification.

Assessing what is “reasonable” can be complex and will depend on the particular circumstances, so you should seek advice if you are in any doubt. It will usually be reasonable to stop supplying a customer because of non-payment, so long as there is no additional anti-competitive purpose (e.g., to stop a customer competing with Tidyco Ltd);

- requiring customers to obtain “linked” or “tied” ancillary products;
- requiring a customer or distributor to obtain all or most of their product requirements from you; and
- treating different customers or distributors differently without reasonable justification (again, assessing what is “reasonable” can be complex - see above).

Additional considerations: documentation

- Tidyco Ltd must not only comply with competition laws at all times but must be seen to be complying: think about the substance of your actions and how they may appear.
- Take care in all communications. Think about the language you are using in all internal and external communications - both written (emails and presentations) and orally. Do not give the wrong impression or allow your language to be misinterpreted.
- Remember that competition authorities have extensive powers to conduct investigations including “raiding” premises, requesting information and questioning individual employees.

Further information

This compliance guidance should be read in accordance the Company statement on compliance with competition laws.

Again, if you have any questions or concerns about anything arising from this guidance contact a director.

COMPETITION GUIDANCE: DO'S AND DON'TS GUIDANCE

The following checklist of do's and don'ts accompanies the Tidyco Ltd Competition Law Guidance. This list should be referred to as a starting point in conjunction with the Competition Law Guidance when considering competition issues which concern your day-to-day role within Tidyco Ltd. If, at any stage, you have any doubts as to whether there may be competition law issues, ASK BEFORE PROCEEDING.

Generally

- DO remember that competition law expects all companies to compete independently.
- DO work to maintain competition in the markets we conduct business in.
- DO conduct business ethically and in accordance with the principles of honesty and integrity.
- DO contact the General Counsel (Andy Robson) if you are aware of any anti-competitive behaviour within the business OR if you are aware that a complaint has been or is about to be made to Tidyco Ltd or to a competition authority.
- DO remember that breaching competition laws can have serious adverse consequences for Tidyco Ltd and for individuals, including criminal liability, proceedings and fines.

Contact with competitors

- DO contact your General Manager before entering any agreement with a competitor.
- DO remember that competition law does not just apply to formal agreements – informal agreements or understandings (however vague) are caught too.
- DO keep notes or minutes of any telephone conference, meeting or trade association where a competitor is present. If conversation involves commercially sensitive information, leave and make it known you are leaving - have the fact you left recorded in any minutes of the meeting.
- DON'T discuss prices or any other confidential information with a competitor - or a third party who you suspect or know will pass that information to a competitor.
- DON'T receive or accept confidential information - a competitor providing you with commercially sensitive information can be viewed as an anti-competitive agreement and cannot be undone once you have heard/read it.
- DON'T allocate customers or territories with competitors e.g., agree where Tidyco Ltd will and won't supply.
- DON'T agree with any other bidder in a tender process what the price or conditions of your bid will be. Do not or agree to "forego" one contract by bidding above market in return for competitors doing the same in another bidding process.
- DON'T agree to limit capacity or production.

Market conduct

A company may be considered to be dominant where it has a market share around 40%. However, dominance can be difficult to assess and will depend on the precise circumstances. You should therefore be cautious about any behaviour or strategy which could be construed as seeking to exclude competitors from entering the market or seeking to drive out existing competitors.

Accordingly:

- DO speak to a director before you:
- price products below costs of production;
- refuse to supply or stop supplying products to distributors or customers without reasonable justification. Assessing what is "reasonable" can be complex and will depend on the particular circumstances, so you should seek advice if you are in any doubt. It will usually be reasonable to stop supplying a customer because of non-payment, so long as there is no additional anti-competitive purpose (e.g., to stop a customer competing with Tidyco Ltd);
- act with the intention of eliminating competition; or
- link or tie products together for supply or distribution.

Attending industry events and trade associations

- DO ensure you have a clear idea of the purpose of the event and what will be discussed.
- DO take notes of the meeting.

- DON'T be afraid of leaving if you are uncomfortable that topics of a commercially sensitive nature are being discussed - it is the best way to protect yourself and Tidyco Ltd.

Think ahead

- DO think about what you write in all emails and documents - consider how your language could be construed.
- DON'T be hesitant about informing a director about suspected anti-competitive behaviour - it is the best way to protect yourself, other employees and Tidyco Ltd.