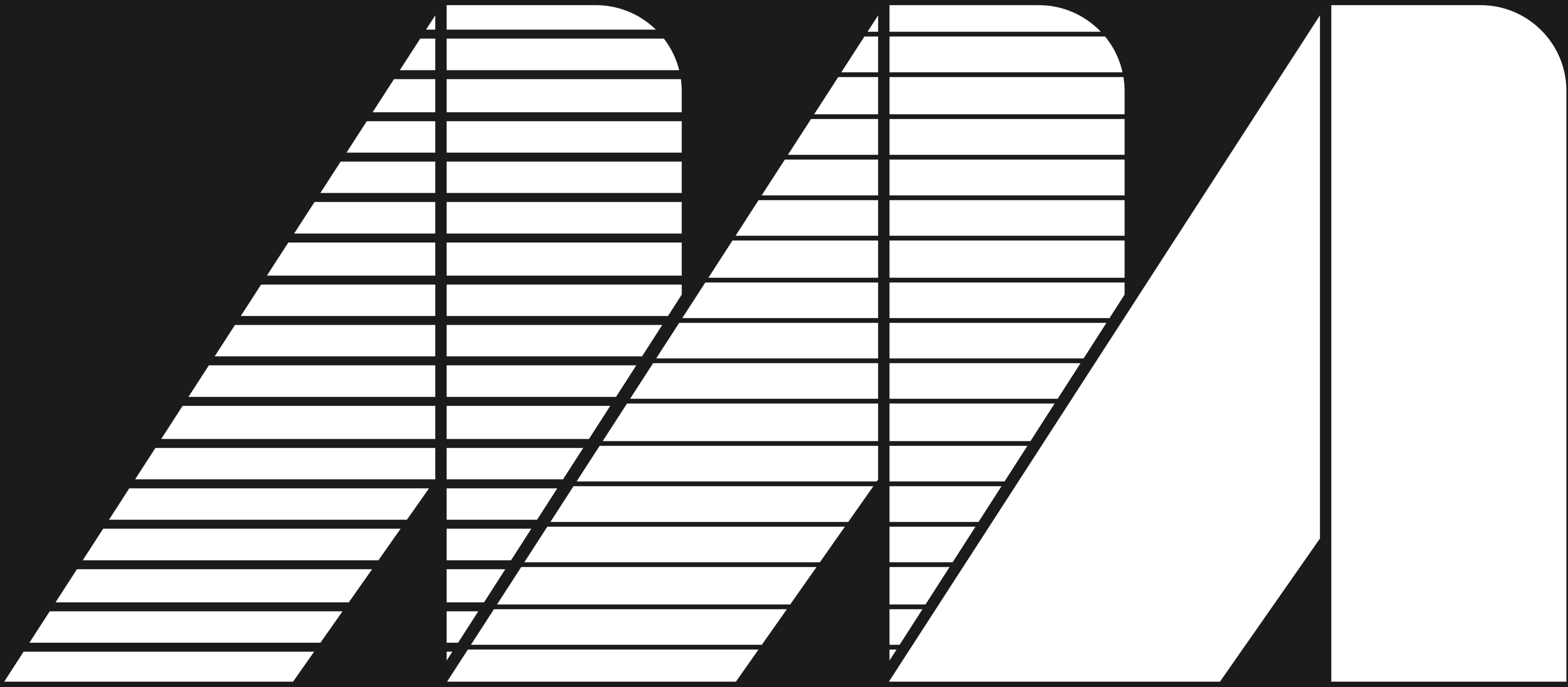


LANDIA™ IMMIGRANT® PAULA SÔMA



Brazilian production industry powerhouse
SINCE 1982

MOVIEART



Intro

The Code of Conduct of MovieArt seeks to ensure that everyone who collaborates with the group, regardless of the nature of their collaboration, treats each other, as well as their suppliers and customers, with respect and dignity.

It is expected that everyone, both individuals and legal entities, understand and apply the recommendations and guidelines contained in this Code of Conduct, which aligns with the main international Human Rights treaties to which Brazil is a signatory, as well as the national laws and statutes in force.

This Code is applicable to all individuals working in the production company and its associated labels, whether they are members of the board of directors, employees, or service providers, regardless of the form or duration of their contracts.



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Our Values

Creativity and Innovation

Diversity, Equity, and Inclusion

Trust and Autonomy

Continuous Learning

Collaboration in Safe Space



Our values reflect the intentions and aspirations of our collective of producers, always striving to foster and nurture a culture of dynamic action and innovation. We are constantly moving, always **doing, improving, and transforming.**

We recognize that the materialization of our intentions lies in creating a healthy and collaborative work environment. With this in mind, we have developed transparent guidelines and communicative, managerial, and legal tools to ensure that everyone who interacts with us understands our core values and our non-negotiable boundaries.

Through effective communication, we aim to establish, along with our Code of Conduct, a shared understanding of what we value and the practices we reject or prohibit. These are:



01 Creativity and Innovation

We are constantly in search of innovation, ready for new experiences. We aim to cross boundaries and test new ideas. We firmly believe that creativity and innovation emerge from a rigorous dedication to the creative process. These flourish when our members are nurtured in an environment that not only recognizes but amplifies their potential.

02 Diversity, Equity, and Inclusion

As a company, we fully value the diversity present in our society. We are committed not only to recognize it but also to actively promote and celebrate this multiplicity of experiences and perspectives in the quality of what is diverse and what it integrates. It is our role to bridge differences and undertake authentic efforts, so we pledge to seek representativeness and diversity within MovieArt in each of our projects, including and building conditions of belonging and professional development for all people.

03 Trust and Autonomy

We are makers, creatives, achievers, and technical professionals who take the initiative and support each other in the pursuit of excellence. We believe in individual autonomy, sustained by the trust that each member will make responsible decisions aligned with our values. This ensures that every action and daily choice reflects our shared commitment to excellence and mutual care, whether in internal relationships or interactions with MovieArt's other suppliers.



04 Collaboration in a Safe Space

We are a collaborative team. Our films are created collectively, valuing the uniqueness of each member. Each person, with their unique experience and diverse perspective, contributes to the richness of our work. We foster an environment where ideas are welcomed and valued, promoting a culture of acceptance rather than repression.

This safe space enhances authentic collaboration and allows each member of MovieArt to express themselves freely and reach their full potential.

05 Continuous Learning

The willingness to learn is at the core of our identity and fundamental to the corporate structure of the MovieArt group. We believe that learning is a continuous journey throughout one's career.

We are committed to provide a safe and welcoming environment. In our space, we encourage each individual and team to explore new creative boundaries and take risks, aware that each step is a move forward. Both individuals and teams are stimulated to explore new creative frontiers and take risks, knowing that each step is a movement towards improvement and innovation. MovieArt is movement.



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Diversity Manifesto



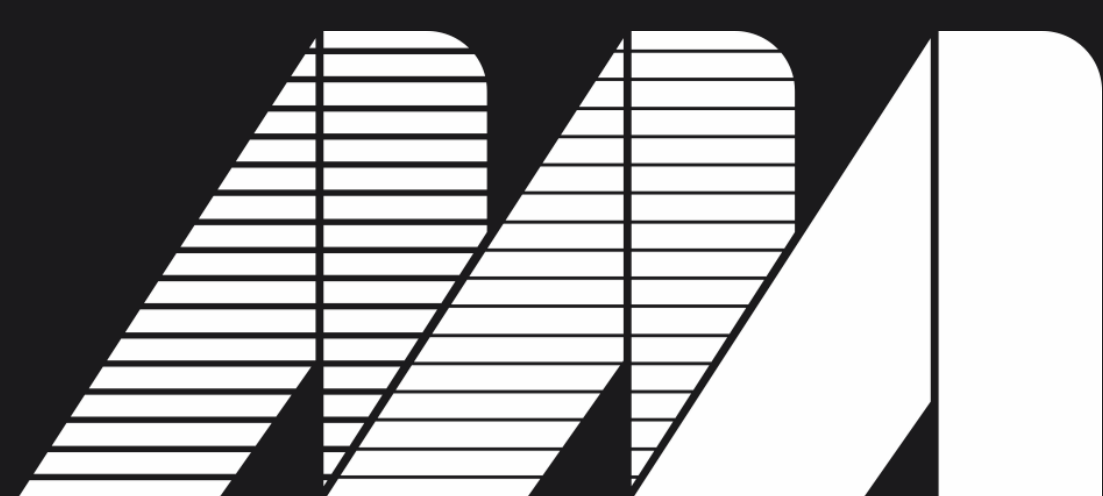
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Diversity Manifesto



Everything that is created and delivered to the world has the capacity to influence people and change cultures and their narratives. At MovieArt, through our different labels, we produce films with content and creativity.

We believe that the “how” we achieve the result is as important as the “what” we create. Thus, we understand that our process of creation, production, and development are opportunities to contribute to a legacy grounded in diversity, equity, inclusion, and ESG-related practices.



These principles guide all our actions, reinforcing our **commitment to the audiovisual industry and the people who are part of it.**

We strive for the continuous development of a work and living environment that is respectful, trusting, collaborative, and inclusive, fostering creativity and excellence in all our deliveries.

Only in this way, together **with the strengthening of a culture that values the contributory potential of diversity and the importance of inclusion and equity**, do we believe it is possible to offer the MovieArt experience, embodying in daily practices everything that is part of who we are.



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Frequently Asked Questions



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Frequently Asked Questions



What is a Code of Conduct?

This document encompasses the values, rules, expectations, and fundamental principles of the company, aiming to guide all those who participate in the professional dynamics within the production company, group, or community. It serves as a guide to help professionals understand the expected behaviors, contributing to maintaining a safe, respectful, and positive environment for all involved.



Who is this Code Fof?

For all individuals at MovieArt, it is essential that each person, regardless of their role as a partner, director, collaborator, service provider, or supplier, understands and applies our Code of Conduct in their daily activities. This document goes beyond a set of guidelines; it consolidates our values and principles. It is crucial not only to understand and adhere to these principles but also to become an active ambassador of them, fostering their adoption in cultivating an environment of integrity, respect, and collective responsibility.

Who is responsible for the Code of Conduct?

Everyone associated with the MovieArt group has the responsibility to disseminate and ensure that the Code of Conduct is consistently honored in their daily actions. The Human Resources management not only acts as the primary advocate and guardian of this issue but also is responsible for guiding and managing the reporting processes, in collaboration with the Ethics Committee designated after receiving notifications. It is also tasked with recommending modifications or revisions to this document and any others related to or affecting the Code of Conduct to ensure its ongoing relevance and effectiveness. This need arises from the recognition that the dynamism of professional relationships and creative endeavors may require a fresh look at the issues consolidated here.



Reporting Channel:

"What do I do if I find myself involved in, witnessing, or learning of a violation of the Code of Conduct?"

The Member of the MovieArt Group who become aware of any violation of the principles, guidelines and standards of this Code, as well as questions about its application, must report the fact or formulate their doubt through our reporting channel.

You must promptly notify a manager responsible for people management at the MovieArt group (which may be the People & Social Responsibility Department itself and/or the Operations Department):

BY E-MAIL

(DENUNCIA.MOVIE@
CUMARUPRODUCOES.COM)

CONTACT PHONE

/ WHATSAPP (+551191613-2121)

VIA THE REPORTING CHANNEL:

[FORMS.OFFICE.COM/R/ATAQ1DWSZV](https://forms.office.com/R/ATAQ1DWSZV)

OR IN PERSON

It is important to emphasize that the report can be identified or anonymous, at the discretion of the reporting person. In both cases, the confidentiality of the reporting person will be guaranteed throughout the internal investigation stage. The Company protects whistleblowers in good faith and does not tolerate retaliation.



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Code of Conduct

Diversity, Equity, and Inclusion

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Code of Conduct

Diversity, Equity, and Inclusion

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Reporting Channel



What we expect?

01 Follow the guidelines and rules of this Code of Conduct as well as other related and internal documents which part of it, besides the applicable legislation and best practices in our industry;

02 Align MovieArt's purpose with your own personal and professional goals in every task and activity you undertake;

03 Encourage and value learning and development, both individually and among your peers, by fostering an environment of trust, responsibility, and respect;

04 Treat all individuals with respect, including colleagues, service providers, suppliers, customers, and the local community. Act in accordance with MovieArt's values and policies, both internally and externally, while respecting local laws and the principles and international treaties on Human Rights to which Brazil is a signatory. You can learn more about this in the annexes of this document;

05 In the face of conflicts or disagreements that may arise in daily interactions, seek resolution through dialogue, active listening, and respect, prioritizing an approach where all involved parties benefit from the outcome;

06 To formalize complaints and suggest improvements, use the company's official channels and contact your representatives, such as shareholders, executives, and committee members. The MovieArt group provides a circle of safety and confidentiality for the reception of these complaints, believing that security is a factor in cultural change.

01



Here is not allowed:

01 Engage in, tolerate, or validate practices or behaviors, even if subtle, or any conduct of discrimination and harassment that conflicts with dignity and human rights;

02 Disrespect the privacy of employees, service providers, clients, and other members of the MovieArt group's ecosystem, except when ordered by a court to do otherwise;

03 In the exercise of your professional duties, endanger individuals within the MovieArt ecosystem, either through unacceptable conduct or through negligence or inaction in making decisions that could ensure or enhance the safety of this professional network;

04 Endanger or damage, through active conduct or inaction (negligence, recklessness, or incompetence), in the performance of your duties or services provided, the assets of the MovieArt group and/or its clients, including the reputation built by the group;

05 Act dishonestly, commit theft, embezzlement, fraud, manipulation, or encourage practices that benefit one party at the expense of another, including other behaviors outlined in the Penal Code and Anti-Corruption Law;

06 Engage in any form of corruption, bribery, extortion, or any other unlawful act. It is essential that all employees, suppliers, partners, and third parties associated with the MovieArt group understand and strictly adhere to the applicable Anti-Corruption Law;

02



Commitment to people and human rights

In the MovieArt group, we are firmly committed to ensuring that everyone in our service ecosystem enjoys full respect for Human Rights.

We are dedicated to fostering diversity, actively including individuals from marginalized groups in our work environment. Our commitment is unwavering to the equitable representation of LGBTQIAPN+ individuals, people from different ethnic and racial groups (Black, Brown, Indigenous, and Asian), people with disabilities (PwD), neurodiverse individuals, residents of communities and favelas, adherents of historically marginalized religions, women (cisgender, transgender, and non-binary individuals), and people aged 60 and over. We go beyond mere inclusion, offering these communities not only inclusion but also tangible opportunities for professional development.

Building a workplace environment that is dignified and safe for all individuals is a daily commitment of the MovieArt group. The goal is to create a harassment-free, bullying-free, prejudice-free, and discrimination-free zone where every person is valued, respected, and has the opportunity to contribute fully. Each member of our team can expect an environment where their well-being is a priority, and where work practices are designed to promote health, safety, and dignity.

03





Prejudice, discrimination, and harassment

Respect must be present in all our actions, and therefore, here at MovieArt group, we do not tolerate any form of discriminatory and/or prejudiced conduct, such as acts of racial insult, LGBTphobia, ableism, xenophobia, ageism, or religious proselytism. Furthermore, we vehemently reject psychological harassment, which can manifest through the excessive use of pressure in demands, disqualification, isolation, and/or veiled or expressed threats, whether they occur inside or outside the workplace.

04

Fighting Racism and Racial Insults



The MovieArt group is committed to ensuring a workplace environment based on equity, justice, and mutual respect. We are dedicated to combating racism and the crime of racial insult, promoting a space where all individuals, regardless of their race, color, descent, national or ethnic origin, feel valued and respected.

Express Prohibition of Racism and Racial Insults

Any manifestation of racism or racial insult in our organization and within the MovieArt group and all its branches is strictly prohibited. WE DO NOT TOLERATE ATTITUDES, COMMENTS, PRACTICES, OR ACTIONS THAT ARE DISCRIMINATORY AND/OR OFFENSIVE BASED ON A PERSON'S RACE, COLOR, AND/OR ETHNICITY.

Collective Responsibility

All employees, partners, suppliers, and other stakeholders have the responsibility to combat racism and racial insults. Any occurrence of racist behavior must be immediately reported to the People and Social Responsibility Directorate through established reporting channels.

Disciplinary Measures

Any violation of this policy will result in appropriate disciplinary measures, which may include warnings, suspension, or, in severe cases, immediate termination of employment and/or partnership with the MovieArt group. We are committed to ensuring that such offensive behaviors are treated seriously, and that the group's response is prompt, legally sound, and effective.

Education and Awareness

The MovieArt group commits to promoting education, literacy, and awareness programs to reinforce understanding and respect for racial and ethnic diversity, and to prevent racism and deter racial insults within its business network, as well as taking all necessary legal measures to do so. This policy will be periodically reviewed and regularly updated to ensure its relevance and effectiveness in promoting a workplace free from racism and racial insults.

05



Fighting LGBTphobia



The MovieArt group is dedicated to promoting an inclusive, diverse, and respectful work environment. We are committed to creating and maintaining a space where all individuals, regardless of their sexual orientation, gender identity, or expression, feel safe, respected, and valued.

Express Prohibition of LGBTphobia

Any form of LGBTphobia within our organization or network is strictly prohibited. This includes, but is not limited to, attitudes, comments, practices, or actions that are discriminatory, prejudiced, or violent based on an individual's sexual orientation, gender identity, or expression.

Collective Responsibility

All employees, partners, suppliers, and stakeholders are encouraged to actively oppose LGBTphobia and are invited to promote a positive and inclusive work environment. Any incident of LGBTphobia should be immediately reported to the Human Resources & Social Responsibility Directorate, Operations Directorate, or through established reporting channels.

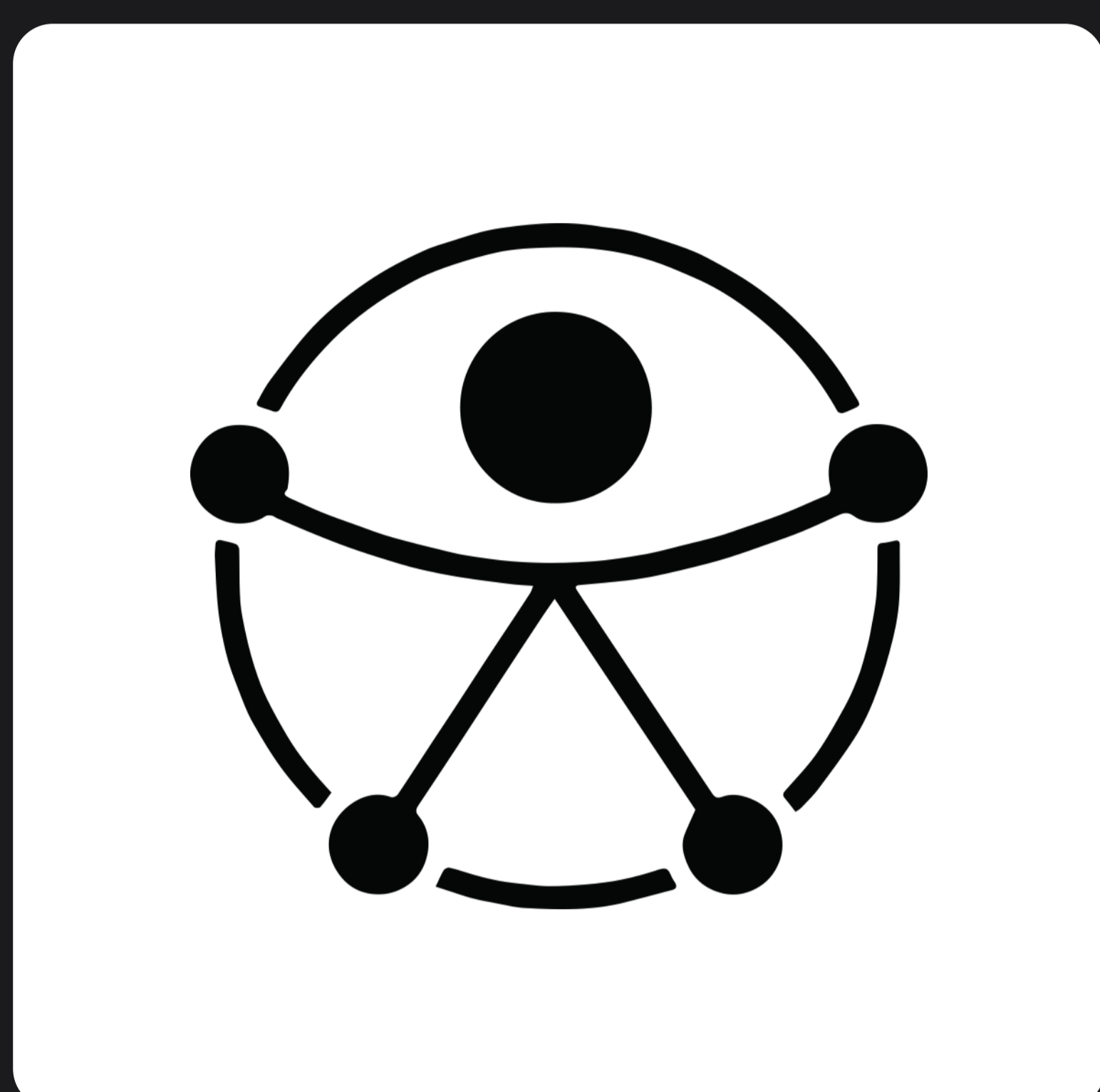
Disciplinary Measures

Violation of this policy will result in appropriate disciplinary measures, which may include warnings, suspension, or, in severe cases, termination of employment or partnership with the MovieArt group. We are committed to ensuring that such incidents are treated with the necessary seriousness and that justice is swift and effective.

The MovieArt group reserves the right to review and update this policy regularly to ensure its relevance and effectiveness in promoting a workplace free from LGBTphobia.

06

Prohibition of ableism



International symbol of accessibility developed by the UN (2015)

Ableism is the prejudice and discrimination against people with disabilities. The crime of ableism is outlined in the Brazilian Inclusion Law (Law No. 13.146/2015), established in 2016, which defines in Article 2, based on the UN Convention on the Rights of Persons with Disabilities, that these are individuals who have long-term impairments of a physical, mental, intellectual, or sensory nature, which, in interaction with various barriers, may hinder their full and effective participation in society on an equal basis with others.

"People with disabilities are those who have long-term impairments of a physical, mental, intellectual, or sensory nature, which, in interaction with various barriers, may hinder their full and effective participation in society on an equal basis with others." The MovieArt group is firmly committed to creating and maintaining an inclusive and equitable work environment for all individuals.

Express Prohibition of Ableism

Any form of ableism within our organization is strictly prohibited. WE WILL NOT TOLERATE ATTITUDES, COMMENTS, PRACTICES, OR ACTIONS THAT MARGINALIZE, EXCLUDE, OR DEPRECATE PEOPLE BASED ON THEIR PHYSICAL, MENTAL, OR EMOTIONAL ABILITIES.

Collective Responsibility

All employees, partners, and suppliers have the responsibility to actively oppose ableism and promote a respectful and inclusive environment. Any incident of ableism should be immediately reported to the People Management & Social Responsibility Directorate or Operations Directorate, as well as through available reporting channels.

Disciplinary Measures

Violation of this policy will result in appropriate disciplinary measures, which may include warnings, suspension, or, in severe cases, termination of employment or partnership.

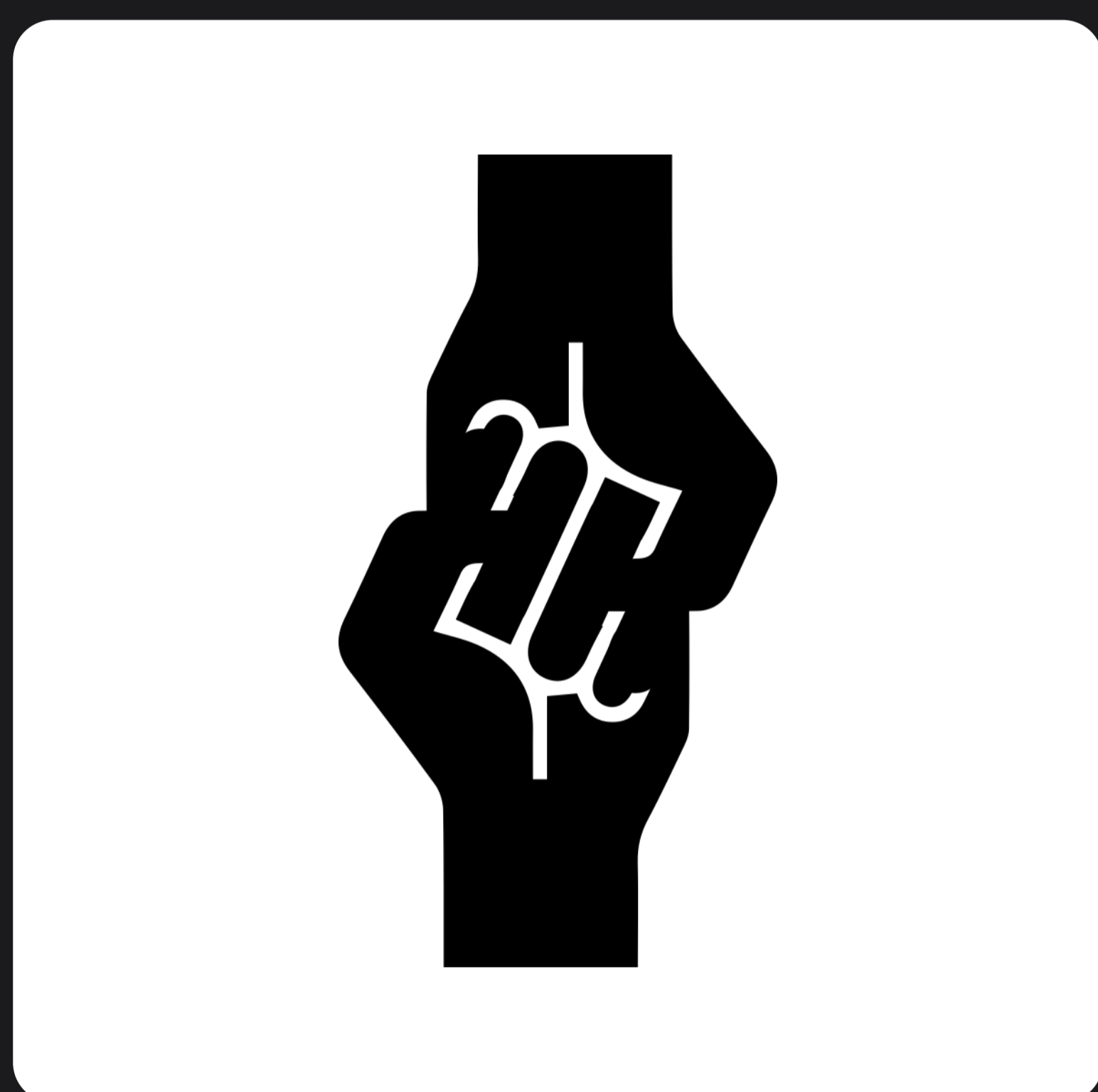
Education and Awareness

The MovieArt group is dedicated to implementing educational and awareness programs to combat ableism, promoting respect and appreciation for all abilities and capabilities. We will regularly review and update this policy to ensure its relevance and effectiveness in eliminating ableism in our workplace.

07



Bullying, psychological harassment, and sexual harassment



We are determined to prevent and fight any form of bullying, embarrassment, psychological harassment and sexual harassment ensuring a dignified and productive work environment.

Express Prohibition

Engaging in practices of bullying, psychological harassment, or sexual harassment within our organization is strictly prohibited. THIS PROHIBITION APPLIES AT ALL HIERARCHICAL LEVELS AND IN ALL PROFESSIONAL CONTEXTS, including corporate events, business trips, meetings, and virtual interactions.

Individual and Collective Responsibility

All employees, managers, executives, and partners have the responsibility to prevent and fight bullying, psychological harassment, and sexual harassment. Any incidents or suspicions of these behaviors should be reported immediately to the appropriate channels for investigation and action.

Definitions

Bullying and Psychological Harassment: Refers to persistent negative behaviors directed at an individual or group, creating a hostile, intimidating, or offensive work environment. **Sexual Harassment:** Include any unwanted verbal, gestural, or physical behavior of a sexual nature that affects a person's dignity, creates a hostile, intimidating, or offensive work environment.

Disciplinary Measures

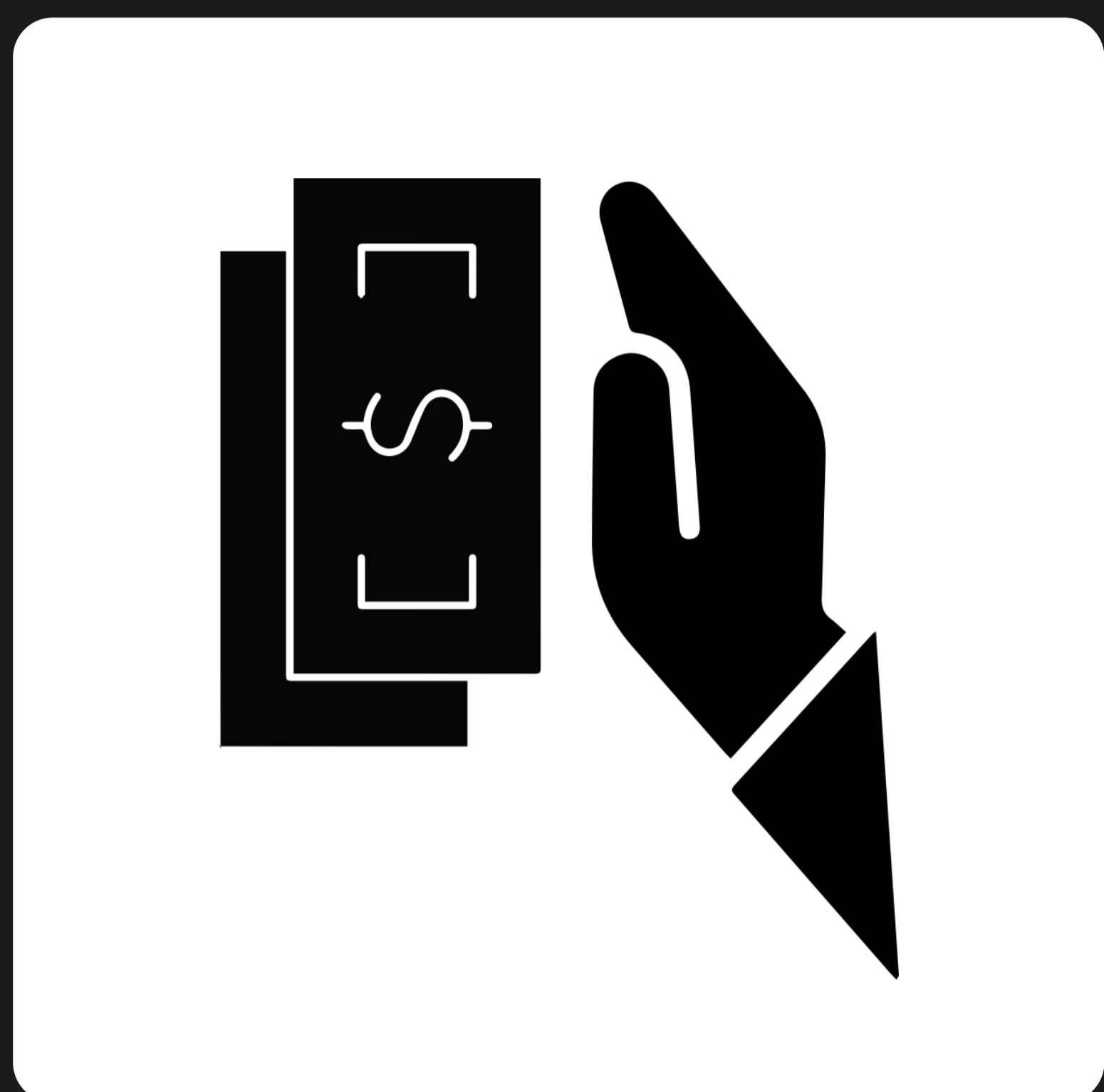
Any individual involved in acts of bullying, psychological harassment, or sexual harassment will be subject to appropriate disciplinary measures, which may include warning, suspension, dismissal, immediate termination of the contractual relationship, and/or legal actions depending on the severity of the incident, without prejudice to any legal measures and within the scope of competence of this organization.

Education and Prevention

The MovieArt group is committed to conducting regular training and awareness programs to educate all team members about the impacts and consequences of these behaviors and to promote a safe, respectful, and inclusive work environment. Suggestions for topics and themes are welcome in this endeavor, and each member of our network can send them to the following emails: renan.mendes@wearemovie.tv and samuelmendes@landia.com

08

Anti-corruption



In Brazil, Law No. 12.846/13 (Anti-Corruption Law) and Decree No. 8.420/15 establish that offering any illicit advantage to government officials or private individuals is a crime. The concept of an illicit advantage extends beyond monetary values to include any benefits considered improper. This includes advantages offered to public servants or, conversely, provided by them. In this topic, we detail our unwavering commitment to integrity, transparency, and legal compliance in all operations and interactions of the MovieArt group and present transparent guidelines to prevent, identify, and respond to corruption in all its forms.

Anti-Corruption Policy

The MovieArt group strictly prohibits involvement in corrupt activities, including bribery, extortion, nepotism, fraud, and money laundering. All employees, partners, suppliers, and third parties associated with our organization must adhere to this policy and strict compliance with the law. For the applicability of this Policy, the company is continuously implementing the following guidelines:

- **PREVENTION:** Implementation of proactive measures to identify and mitigate corruption risks;
- **TRAINING:** Conducting regular training on our anti-corruption policies and compliance procedures;
- **REPORTING:** Encouragement of transparent communication and immediate reporting of any suspicion of corrupt activity;
- **RESPONSIBILITY:** Everyone in the organization, regardless of position, has the responsibility to prevent and combat corruption.

Disciplinary Measures

Any individual involved in acts of corruption will be subject to appropriate disciplinary measures, which may include warning, suspension, dismissal, immediate termination of the contractual relationship, and/or legal actions depending on the severity of the incident, without prejudice to any legal measures within the competence of this organization.

09



Anti-corruption

PROCEDURES FOR REPORTING SUSPICIONS OF CORRUPTION

BY E-MAIL

(DENUNCIA.MOVIE@

CUMARUPRODUCOES.COM)

THROUGH THE REPORTING CHANNEL

[FORMS.OFFICE.COM/R/ATAQ1DWSZV](https://forms.office.com/R/ATAQ1DWSZV)

It is not allowed:

- 01** Accepting or encouraging the acceptance of bribes, kickbacks, benefits, or similar from any individual or entity, in any country for any reason.
- 02** Disregarding current norms and laws when responsible for a commercial agreement or contract related to the Government.
- 03** Accepting any form of payment or other benefit, including gifts, from suppliers or clients. If refusing would represent an offense due to cultural reasons or jeopardize a business relationship, you should communicate with the People Management & Social Responsibility Directorate and/or Operations Directorate for analysis and documentation of the situation.
- 04** If a member of the Board, Executive, Management, or any other member, employee, representative, service provider, or third party, acting in service and on behalf of the MovieArt group, engages in an act harmful to the Public Administration that benefits or aims to benefit the company, they will be held responsible for all damages caused, regardless of individual liability.



Reporting, responsible parties, and disciplinary measures

The People Management & Social Responsibility Directorate and the Operations Directorate are responsible for receiving reports that violate this Code of Conduct, contractual terms, and current legislation. The report, whether anonymous or not, will be received under strict confidentiality, and depending on its complexity and content, may be assisted by specialized legal consultation.

Upon receiving the report, the whistleblower's safety is established through the following steps - which may not necessarily be linear, depending on the severity and context investigated, and always exercising care and respect for the whistleblower:

- Analyze the content of the report, regardless of its reception channel;
- Investigate internal facts, conducting this stage in absolute secrecy and, if necessary, opening the floor to other individuals who volunteer as witnesses to the reported incident;
- During the investigation process, the responsible professional may conduct personal interviews with other involved parties, including the accused party;
- Depending on the complexity or severity of the report, it may be necessary to hire a specialized service provider for support and investigation;
- Recommend actions for each situation, and in this regard, evaluate the need for legal guidance for decision-making.

The measures applied are always proportional to the actions committed and in accordance with internal policies and current legislation.





Dissemination and the contagion for best practices

This Code of Conduct reflects our unwavering commitment to integrity and respect in all aspects of our operations. We are collectively dedicated to creating a work environment where all individuals feel valued, respected, and included.

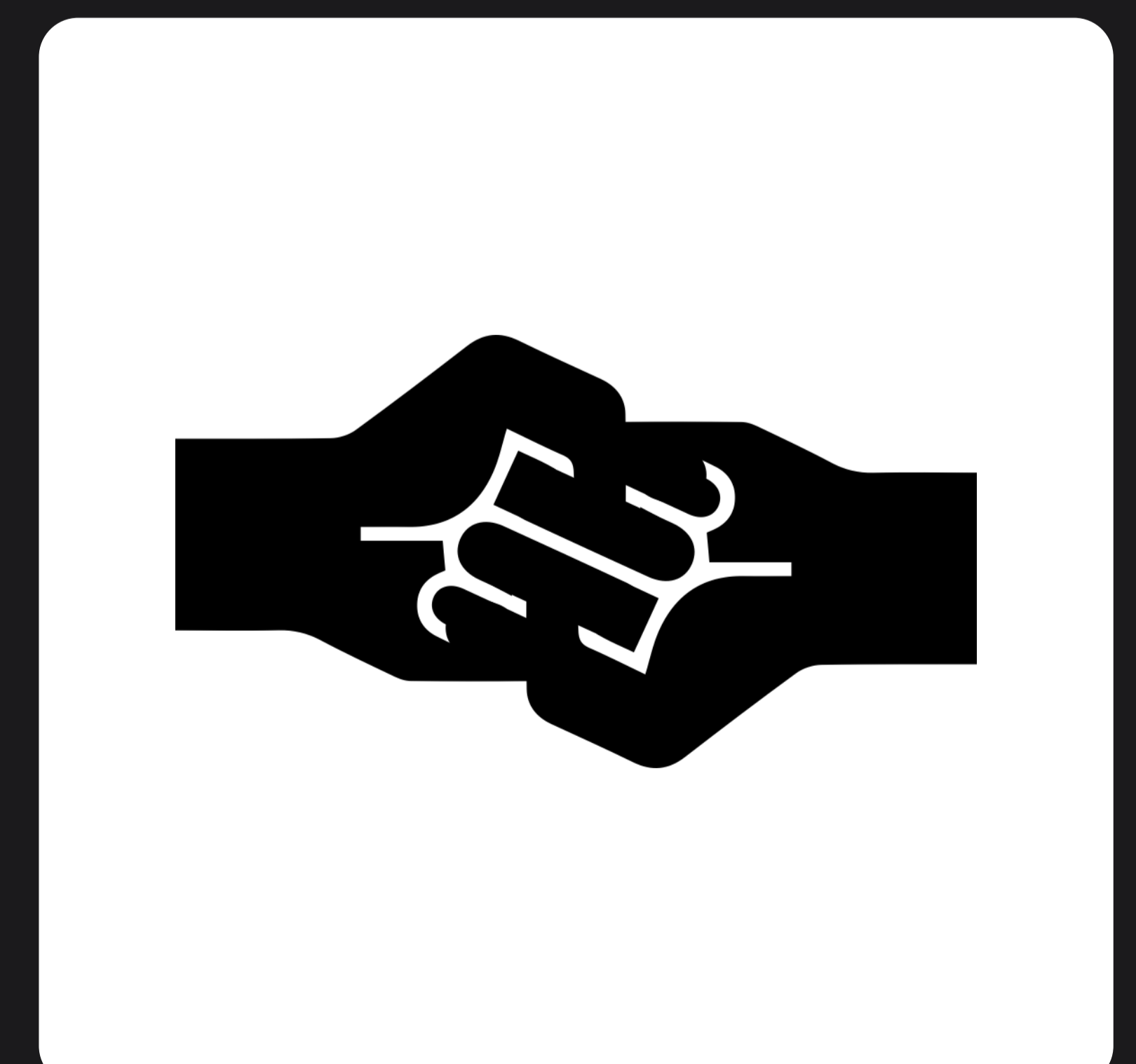
Each member of our team has a personal and professional responsibility to their colleagues, partners, and the MovieArt group to act in accordance with the principles and guidelines outlined in this guiding document.

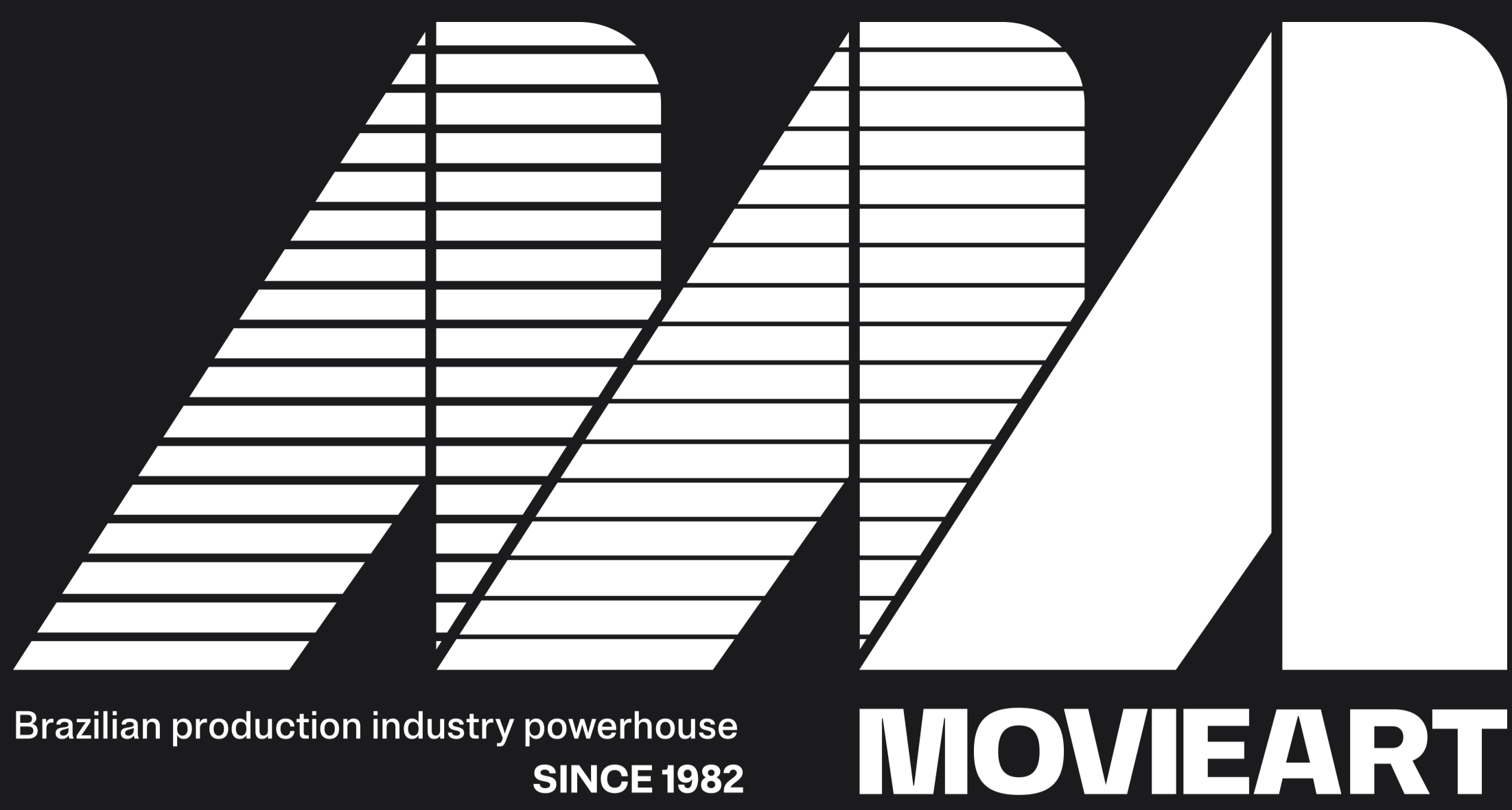
Our success as a group is not only measured by our financial performance, awards, or results, but also by our dedication to promoting an ethical, inclusive, and sustainable work environment.

Management is committed to regularly reviewing and updating this Code to ensure its relevance and ongoing effectiveness. We are open to receiving feedback to continually improve our practices and ethical standards.

By working together to maintain and promote these standards, we will ensure not only our individual success but also the success and integrity of our organization as a whole.

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