

## Statement of Values

BIR Financial Limited (**BIR**) has adopted this Statement of Values to express the standards and behaviours it expects from its directors, senior management and employee to fulfill its purpose and meet its goals.

In accordance with Principle 3 of the ASX Corporate Governance Council's Corporate Governance Principles and Recommendations, 4<sup>th</sup> edition:

- A listed entity should instil and continually reinforce a culture across the organisation of acting lawfully, ethically and responsibly.
- A listed entity should articulate and disclose its values.

This Statement of Values applies to BIR and its wholly owned subsidiary Pulse Markets Pty Ltd (**Pulse**). Pulse is a diversified financial services operation specialising in the equity capital markets business and corporate advisory services, derivatives and managed discretionary accounts. BIR provides a range of options for self-managed superannuation funds, sophisticated investors and institutional clients. Pulse's equity capital markets business is focussed on growing the core securities trading business through the offering of innovative investment products which aim to give clients greater transparency and control over their investment portfolio.

BIR's primary goals are to:

- Be a high performing provider of financial services.
- Ensure our interests are aligned with our stakeholders.
- Efficiently and effectively source and realise opportunities for investors.
- Preserve and protect BIR's reputation and standing in the financial services community and with key stakeholders by abiding by BIR's Code of Conduct and other corporate governance policies as a minimum standard of behaviour.

BIR's core values are to:

- Act honestly, ethically and responsibly at all times.
- Strive to meet the expectations of shareholders and other stakeholders.
- Support and encourage the individual growth of employees.