

GUIDING PRINCIPLES FOR HIGH LINER FOODS | SUMMARY

OUR PRODUCTS

- Quality* | We provide products that meet the needs of consumers for taste, value, convenience and nutrition. We make it easy for our customers to do business with us by providing superior service in all areas important to them.
- Product Safety* | We do not compromise the safety of our products for any reason. We will meet or exceed any government standard.
- Innovation* | We generate growth by developing new products and services to meet the changing needs of our customers, and by constantly looking for better ways to run our business.

HOW WE DEAL WITH PEOPLE (Customers, Suppliers and Employees)

- Integrity* | We build relationships of trust by clearly communicating expectations and results. We will do what we say we will do.
- Respect* | People will be treated with respect and kindness. Our leaders will be respectful to employees and all of our employees will be respectful of those who they do business with.
- Employee Involvement* | We believe our employees are able and willing to identify and implement improvement in the business. We recognize the importance of everyone at High Liner Foods to innovate to make things better.
- Safety and Health* | We are committed to the health and safety of our employees. We will provide a safe environment for all our employees and contractors at all of our properties.

HOW WE DO BUSINESS

- Integrity* | We are honest in the business dealings that we have. We will not misrepresent our business performance.
- Sustainability* | We will support the sustainability of seafood and our environment in how we do business and insist that those with whom we do business use practices which promote sustainability.
- Social Compliance* | At High Liner our business practices will be socially compliant. We will do business with organizations who meet their legal responsibilities in how they do business and we will encourage them to be progressive in their social compliance practices.
- Financial Success* | We work to achieve financial success for the Company.
- Continuous Improvement* | We always look for ways to innovate and update our business processes.
- Responsive Communications* | We will be responsive to communications, answering them in a timely manner.

