

ENTERPRISE HOLDINGS™



FRANCHISEE CODE OF CONDUCT



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Introduction

Enterprise Holdings is committed to building mutually beneficial, long-term relationships with business partners and franchisees who share the commitment to conducting business with honesty and integrity. This Franchisee Code of Conduct outlines our expectations and provides guidance for franchisees on how we can work together to meet the shared goal of delivering a best-in-class customer-service experience throughout our business operations.

Principles

EXPECTATIONS OF MANAGEMENT

Enterprise Holdings expects its franchisees to manage their businesses in a manner that fosters a culture of compliance, both with legal requirements and with the standards and principles outlined in this Franchisee Code of Conduct.

MONITORING

In addition to complying with the practices and behaviors outlined in the Code, Enterprise Holdings expects franchisees to ensure that their respective accounting and business records are complete, honest, and accurate. From time to time, we may ask to review a franchisee's records or visit its facilities as allowed by the franchise agreement.

Franchisees are expected to regularly monitor their businesses and operations for violations of law and of this Franchisee Code of Conduct, as well as to identify other areas for improvement. Franchisees are also expected to be responsible for managing their supply chain, including subcontractors, subfranchisees, and third-party labor agencies, in accordance with the standards contained in this Code.

Enterprise Holdings expects all franchisees to embrace the standards and principles of this Code.

Practices

ETHICAL SALES PRACTICES

Franchisees involved in selling, advertising, promoting, and marketing under the Enterprise brands must ensure that the statements they make about our products and services are fair, factual, and complete.

CONTRACT COMPLIANCE

This Code is intended to complement, rather than replace any legal agreement or contract between a franchisee and Enterprise Holdings.

In some cases, you may have the opportunity to participate as a subcontractor in Enterprise Holdings' contract with the U.S. Government. These contracts can require adherence to additional rules and regulations, including but not limited to, specific operational controls, standards of ethical business conduct, audit accessibility, reporting and assurances of compliance with certain labor and employment regulations, as well as other laws. We expect full compliance with these rules and requirements.

All franchisees are invited to discuss any concerns about the nature of a contract or a specific requirement with your immediate point of contact at Enterprise Holdings.

Honesty and Integrity

ACCOUNTING AND BUSINESS RECORDS

Franchisees are expected to report transactions and events in a clear, timely, and accurate manner. Every record and accounting entry must be complete and may not hide or disguise the true nature of any transaction. All financial records must conform either to a reasonable system of internal controls or, where applicable, to generally accepted accounting principles.

CONFLICTS OF INTEREST

A conflict of interest occurs when an individual's personal interests interfere with his or her ability to make unbiased business decisions. Franchisees' actions in connection with the franchised business should be based on sound business judgment, not motivated by personal gain. Any situation that creates—or appears to create—a conflict between a personal interest and the interests of the franchised business must be avoided.

GIFTS AND ENTERTAINMENT

Gifts, entertainment, and other items of value are sometimes shared as courtesies between business partners. Such a courtesy, however, should never compromise the ability to make objective business decisions. In general, Enterprise Holdings would prefer that franchisees not provide or accept gifts from business partners. For guidance on whether to give a particular item, please consult your immediate point of contact at Enterprise Holdings.

FAIR COMPETITION

Franchisees are expected to comply with all applicable antitrust and fair competition laws and regulations and to avoid any action that would illegally restrain or thwart the efforts of competitors. These laws prohibit practices in restraint of trade, such as price fixing, predatory pricing, misrepresenting or harassing a competitor, stealing trade secrets, dividing customers, offering or taking bribes, and accepting kickbacks.

ANTI-CORRUPTION

Enterprise Holdings does not tolerate bribery. Franchisees must not directly or indirectly promise, offer, or authorize the giving of something of value for improper reasons, including to secure improper advantage, gain influence, or reward improper performance of any function or activity. Franchisees must not permit or engage in embezzlement, extortion, kickbacks or reciprocity, or other forms of corruption.

PROTECTING INFORMATION

Enterprise Holdings places the highest priority on protecting the privacy and personal information of customers and employees. As our partners in business, franchisees are also responsible for helping to ensure the protection of confidential information, intellectual property, and personal information belonging to Enterprise Holdings customers. See your franchise agreement or data protection agreement for more details.



Teamwork

HARASSMENT

At Enterprise Holdings we expect franchisees to treat others with respect, meaning that harassing conduct is not acceptable in any form. While harassment may have different definitions, we consider it to include any unwelcome behavior, sexual or non-sexual, toward another person that has the purpose or effect of creating an intimidating, hostile, or offensive work environment.

DISCRIMINATION

Organizations are made stronger by respecting and fostering a diversity of backgrounds, cultures, and opinions. Franchisees are expected to prohibit discrimination based on a person's race, color, religion, sex, national origin, disability, age, sexual orientation, gender identity, and veteran status in a manner consistent with local laws. Franchisees must be committed to fair and equal treatment for, and the personal privacy and dignity of, every employee and applicant for employment consistent with local laws.

FOLLOWING SAFETY PROCEDURES

Franchisee workplaces must adhere to all applicable safety laws and regulations, and also take the proper precautions to ensure that all machinery and tools are functional and used properly at all times.

To ensure personal safety as well as the safety of products and services provided to the community, franchisees must provide all workers with appropriate protective equipment. Franchisees should also ensure that all workers are fully certified and capable of performing their job duties and operate only the authorized equipment they have a business reason to use.

Community

WORKING HOURS AND FAIR WAGES

For the benefit of the communities we serve, Enterprise Holdings expects franchisees to follow all applicable wage and hour laws, including minimum wage, overtime, and maximum hour rules.

HUMAN RIGHTS

Enterprise Holdings will not tolerate child or forced labor or any other unacceptable treatment of workers, and we will not partner with companies that employ any child or forced labor, either directly or indirectly. Specifically, this means that franchisees must not permit exploitation of children, physical punishment or abuse, or involuntary servitude.

PROTECTION OF THE ENVIRONMENT

Franchisees must comply with all applicable environmental laws and regulations and adopt policies and procedures designed to protect human health and the environment. Franchisees are encouraged to minimize the use of non-renewable resources, reduce and recycle waste, and minimize the environmental impact of their operations where possible. Franchisees sourcing products should present environmentally preferable options and ensure that materials are disposed of in an environmentally responsible manner.

Ethics Hotline

HOW TO RAISE CONCERNS AND REPORT CODE VIOLATIONS

If you observe or reasonably suspect an individual, whether franchisee or Enterprise Holdings employee or contractor, to be in violation of the Code, we urge you to report the incident to your main point of contact at Enterprise Holdings. Enterprise Holdings also supports a third-party-administered ethics hotline that franchisees may use to report anonymously, **where allowed by law**:

- United States and Canada
 - By Phone: 1-888-238-1483
 - Web: www.ethicspoint.com or <https://secure.ethicspoint.com/domain/media/en/gui/17305/index.html>
- United Kingdom
 - By Phone: (BT) 0800-89-0011 or (C&W) 0500-89-0011, then at the prompt, dial 1-888-238-1483
 - Web: www.ethicspoint.com or <https://secure.ethicspoint.com/domain/media/en/gui/17305/index.html>
- Ireland
 - By Phone: 1-888-550-000, then at the prompt, dial 1-888-238-1483
 - Web: www.ethicspoint.com or <https://secure.ethicspoint.com/domain/media/en/gui/17305/index.html>
- Other countries
 - Ethics hotline is not currently available. Please raise concerns to the Franchise Operations Regional Manager.

Enterprise Holdings promptly and thoroughly investigates all reports made through the ethics hotline, and we keep these reports confidential to the degree possible. We will take corrective action when warranted.

Franchisees' employees should have the opportunity to raise concerns without fear of retaliation. Enterprise Holdings does not tolerate retaliatory acts against anyone who makes a report in good faith, even if the reporter is not positive that it is correct.

