

BRAND DRIVER'S EQUAL OPPORTUNITIES POLICY

Brand Driver (the "Company") is committed to a policy of treating all its employees and job applicants equally. No employee or potential employee shall receive less favourable treatment or consideration on the grounds of disability, race, colour, creed, religion, nationality, ethnic origin, sex, marital status, sexual orientation, age or any other characteristic protected by law. No employee or potential employee will be disadvantaged by any conditions of employment or Company requirements that cannot be justified as necessary on operational grounds.

Every senior executive and member of management and all employees are instructed that:

1. There should be no discrimination (direct or indirect) or victimisation on account of disability, race, colour, creed, religion, nationality, ethnic origin, sex, marital status, sexual orientation, age or other characteristic protected by law.
2. The Company will appoint, train, develop and promote on the basis of merit and ability.
3. The requirements of job applicants and employees who have or have had a disability will be reviewed to ensure that, wherever possible, reasonable adjustments are made to enable such employees to enter into or remain in employment with us. Promotion opportunities, benefits and facilities for employment will not be unreasonably limited and every reasonable effort will be made to ensure that disabled staff participate fully in the work place.
4. Working patterns will be reviewed so as to enable us to offer flexible working to staff with child care responsibilities, where possible.
5. All employees have a right to equal opportunity and a personal responsibility for the practical application of the Company's equal opportunities policy.
6. Special responsibility for the practical application of the Company's equal opportunities policy falls upon managers and supervisors involved in the recruitment, selection, promotion and training of employees. These special responsibilities may give rise to training needs for which provision shall be made.
7. The Company expects everybody to abide by this policy and help create the equal opportunity environment which is its objective.
8. The Company's grievance procedure is available to any employee who believes that he or she may have been unfairly discriminated against or suffered any victimisation or harassment. All such grievances will be dealt with seriously, promptly and confidentially.
9. Disciplinary action will be taken against any employee who is found to have committed an act of unlawful discrimination, victimisation or harassment. This may result in the summary dismissal of that employee.
10. In the case of any doubt or concern about the application of the policy in any particular instance, any employee should consult the Managing Director.

