

World Phygital Community Limited

CODE OF ETHICS

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Hong Kong

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INTRODUCTION

Despite the recent emergence of Phygital Sports, they represent a significant milestone in both the Physical Sports and Esports industries. Phygital Sports combine physical activity with digital technology and have the potential to gain global recognition in the very near future. Therefore, it is of utmost importance to reiterate the significance of ethics in Phygital Sports, considering various scenarios, many of which are influenced by social, market and competitive factors.

This Code of Ethics (the “Code”) aims to establish a foundation for promoting a set of universally accepted values. The Code offers the opportunity to make a positive impact on the global community participating in Phygital Sports by encouraging appropriate behavior at all times. Implementing the Code will ensure that Phygital Sports remain safe and inclusive for everyone.

I - PREAMBLE

(a) Background

World Phygital Community Limited (“WPC”) was set up in August 2023, in response to the need for the global governing body for Phygital Sports to promote, develop and enhance interest, understanding, awareness and image of Phygital Sports both internationally and domestically.

WPC is a non-governmental and non-profit multi-member organization that provides a general direction and oversight of Phygital Sports introduction and popularization at the international level, as well as stimulates participation in Phygital Sports at the national level through selection the Host Country and (or) the Host City in order to hold WPC Competitions and any other WPC Events.

WPS is the only international organization that establishes and develops rules and requirements for the preparation and holding of WPC Competitions and any other WPC Events and exercises control over its compliance and implementation by WPC Family, including the Host Country, the Host City and the Host Organization.

In view of the foregoing, WPC’s mission is to:

- encourage participation in Phygital Sports at all levels around the world through holding events, games and competitions;
- secure, promote and develop the Phygital Sports product globally as a system of various national and international phygital club leagues;
- build professional networks through communication, meetings, conferences and symposia aimed at increasing capacity and standardizing implementation of Phygital Sports both internationally and domestically;
- interact with the Authorities as regards the preparation for and holding of WPC Events and (or) WPC Competitions;
- cooperate and liaise with other international non-governmental organizations in order to prepare and hold WPC Events, as well as to promote and popularize Phygital Sports;

- enhance a better understanding and acceptance of Phygital Sports through educational activities, training courses, public information programs, educational activities, lectures, seminars, conferences, exhibitions; and
- establish and develop the technical rules, regulations and ethical standards governing, inter alia, the organization of WPC Competitions and any other WPC Events.

(b) Code of Ethics

Guided by the desire to:

- ensure the successful development of Phygital Sports and a positive image of Phygital Sports and members of WPC Family in the information environment and in the eyes of the world community;
- see Phygital Sports develop in the spirit of the fair sporting contest at all times;
- turn against any manifestation of rudeness, violence, discrimination, despise and any methods of manipulation at WPC Competitions and any other WPC Events (match-fixing, bribing judges, using intimidation methods against a judge or an opponent, using prohibited means, etc.);
- adhere to the universally recognized principles of human rights and freedoms, based on honesty, fairness, equality and mutual respect;
- promote friendly relations and partnership not only within WPS Family, but also in their interaction with the public; and
- protect the integrity of Phygital Sports and WPC by developing and enforcing standards of conduct and ethical behavior and implementing good governance,

the WPC Board has adopted the Code, intent of which is to ensure that Phygital Sports is practiced and administered under ideal conditions, which is more than just being in compliance with technical rules and regulations.

The Code contains the mandatory norms, rules of conduct and requirements, which apply to all members of WPC Family based on generally accepted moral principles, as well as the procedure for bringing to responsibility in case of violation of the provisions hereof.

The ethical standards contained herein align to advance universal principles of fair play, equality, diversity, inclusion and innovation which should be proclaimed as integral elements of all Phygital Sports activity, Phygital Sports policy and management, and apply to all levels of ability and commitment, including recreational and competitive sports and Esports.

Everyone who is subject to this Code is responsible to be familiar with the terms of this Code and particularly with the definitions of conduct or omissions, which may constitute a violation of this Code, and shall comply with it fully.

II - DEFINITIONS

Terms used herein with a capital letter, have the meanings given to them in Annex 1 (Definitions) hereto. This Code shall be construed in accordance with the principles specified

in Annex 1 (Definitions) hereto.

III - SCOPE OF APPLICABILITY

(a) Covered persons and activities

This Code shall apply to any conduct, other than those specifically provided by other regulations and connected to the field of Phygital Ecosystem that damages the integrity and reputation of Phygital Sports and (or) in particular to illegal, immoral and unethical behavior of the following persons:

- any Phygital Community member-organization;
- any individual, who is or has been accredited to attend WPC Event;
- any member of an organizing committee of WPC Event;
- any individual, who acts or is entitled to act for or on behalf of WPC, including WPC Officials;
- any individual, who acts or is entitled to act for or on behalf of a Candidate City/Country or the Host City/Country for WPC Event and any member of the local organizing committee of such an event;
- any other organizations or individuals participating and (or) competing in any WPC Event, including, but not limited to, Athletes, Bloggers, Support Personnel, Streamers, etc.

(collectively - “WPC Family”).

The Code is not intended to cover all possible situations that may arise in the development of Phygital Sports, but to establish a series of guidelines and minimum ethical standards. If there are other requirements which apply to individuals and legal entities subject to this Code that are stricter than its provisions, including both legal and regulatory requirements and other requirements that the WPC subscribes to, they shall also be obeyed.

(b) Basis for disciplinary measures and sanctions

Unless otherwise specified, any violations of the principles set forth herein are punishable regardless of whether they are committed intentionally or through negligence. Actions that constitute an attempted violation are also punishable.

Any individual who attempts or agrees with another individual to act in a manner that would constitute or culminate in the commission of a violation of the Code, shall be treated as if a violation has been committed, whether or not such attempt or agreement in fact resulted in such violation.

Any individual who knowingly assists, fails to report or is otherwise complicit in any act or omission, which constitutes or culminates in the commission of a violation of the Code, shall themselves be treated as having committed a violation under the Code.

Any violations of this Code (including any conduct that denigrates WPC or harms its public image) may result in disciplinary measures and sanctions, as detailed under Articles 30-32.

IV - FUNDAMENTAL PRINCIPLES IN PHYGITAL SPORTS MOVEMENT

Principle A: Integrity

▪ **Article 1: Standard of honest and ethical conduct**

General standard of conduct for WPC Family:

WPC Family shall act with the highest degree of integrity, honesty, objectivity, independence, professionalism, impartiality and responsibility and use due care and diligence related to their involvement in any ways in Phygital Sports.

Communication standard:

WPC Family shall act in good faith towards each other, show courtesy, mutual trust and understanding in all their dealings and behave in a manner that they reasonably believe to be in the best interests of WPC and Phygital Sports.

Protection of WPC business reputation:

WPC Family shall not act in a manner likely to adversely affect the reputation of WPC, or WPC Event and (or) any other activity held by WPC, nor shall they act in a manner likely to bring Phygital Sports into disrepute. They must refrain from any act involving fraud or corruption.

WPC Officials shall not publicly make negative or defamatory comments in relation to WPC, or any policy adopted by WPC once the WPC Board decision has been made, or any other WPC Officials.

▪ **Article 2: WPC Officials' integrity**

General standard of conduct for WPC Officials:

WPC Officials shall be aware of the importance of their function and concomitant responsibilities and shall not act in a manner likely to tarnish the reputation of WPC or Phygital Sports movement.

Impartiality and fairness:

WPC Officials shall not, by any manner whatsoever, try to influence the results of WPC Competition by subjective or unfounded acts. WPC Officials shall not take any instructions or use any sort of means for this task except those given to them by WPC.

Hospitality:

The hospitality shown to WPC Officials shall not exceed the standards prevailing in the Host Country and (or) the Host City and, accordingly, must not jeopardize the objectivity and integrity of WPC Officials.

No connection with defamatory activities:

WPC Officials shall not be involved with persons, firms, companies, associations or other legal entities whose activities or reputation is inconsistent with the principles set out in the Code. If

it is unclear whether this kind of inconsistency exists in any given situation, the matter may be submitted to the Ethics Committee for a recommendation.

- **Article 3: Integrity of WPC Competitions**

No manipulation at WPC Competitions:

Participants must not, by any manner whatsoever, manipulate the course or result of WPC Competition, or any part thereof, in a manner contrary to sporting ethics, infringe the principle of fair play or show unsporting conduct.

Honest WPC Competition:

Sports judges or referees shall maintain impartiality and exclude actions related to the influence of any personal or other interests that interfere with the conscientious performance of their functional duties. They shall refrain from behavior that could cast doubt on the integrity of the sports judges or referee, and also avoid conflict situations that could damage their reputation or authority of WPC.

Principle B: Dignity

- **Article 4: Protection of human dignity**

Safeguarding the personal dignity of others is a fundamental requirement of WPC.

- **Article 5. Respectfulness**

Respect and sportsmanship:

Participants shall treat each other with respect and demonstrate good sportsmanship at all times. This includes showing respect for opponents, WPC Officials, and spectators, as well as accepting both victory and defeat graciously.

Non-discrimination:

WPC Family must refrain from all forms of discrimination of any kind on whatever grounds, be it race, skin color, gender, culture, language, religion, political opinion or any other opinion, ethic, national or social origin, wealth, property, marital status, sexual orientation or other grounds.

No harassment:

Physical, professional, verbal, mental, emotional, professional, sexual and all other forms of harassment or injury are strictly prohibited.

No insults:

WPC Family shall not use offensive gestures and language in order to insult any Participant in any way or to incite others to hatred or violence.

No sexual misconduct:

WPC Family shall refrain from engaging in intentional or repeated unwanted comments, jokes, gestures or touching of a sexual nature that are offensive or unwelcome, or that would create

an offensive, hostile or intimidating environment, or could reasonably be expected to be harmful to any Participant in the Phygital Sports environment.

No slander:

The circulation of information known to be false which besmirches the honor and injures the dignity of any Participant or damages their reputation or image are strictly prohibited.

No hostile act:

WPC Family shall refrain from committing any hostile or provocative acts of any type against any Participant, and agree not to cause or threaten to cause any physical injury to any Participant.

Safety and well-being:

The safety and well-being of all Participants should be the top priority. WPC shall ensure that appropriate safety measures are in place to protect Athletes and minimize the risk of injuries. Athletes should also prioritize their own well-being and take necessary precautions to avoid harm.

Principle C: Fair play

▪ **Article 6: Equality, inclusivity and diversity**

In order to ensure fairness and equal opportunities, Athletes shall be guaranteed equal conditions across various aspects of their Phygital Sports participation.

Phygital Sports should embrace inclusivity and diversity by providing equal opportunities for participation regardless of gender, race, ethnicity, religion, or any other characteristic. Discrimination or prejudice of any kind is strictly prohibited.

▪ **Article 7: Fair and transparent selection of Athletes**

Phygital Sports should ensure a fair and transparent selection process for Athletes to participate in WPC Competitions. Selection criteria should be based on merit, skill and performance, rather than favoritism or bias. Any conflicts of interest should be avoided, and decisions should be made objectively and impartially.

To ensure a fair and transparent selection process for Athletes in Phygital Sports, the criteria used for their selection are guaranteed to be publicly stated.

The public presentation of selection criteria should include clear guidelines on the factors considered, such as merit, skill, and performance. These criteria should be objective and measurable, ensuring that Athletes are evaluated based on their abilities rather than personal relationships or external influences.

Additionally, any conflicts of interest should be disclosed and actively avoided during the selection process. This means that individuals involved in the decision-making process should not have personal or financial relationships with Athletes being considered. Transparency in this regard helps maintain the integrity of the selection process and ensures that decisions are made impartially.

- **Article 8: Anti-Doping measures**

Athletes must adhere to anti-doping regulations and refrain from using prohibited substances or methods to enhance their performance. They should undergo testing when required and accept the consequences of any violations.

All Athletes are subject to the same testing protocols and penalties for any violations.

- **Article 9: Competition rules and regulations**

Athletes shall compete honestly, respect the rules and regulations that are applied uniformly to all WPC Participants and refrain from any form of cheating, unethical behavior, violence (both physical and verbal), exploitation, commercialisation and corruption.

- **Article 10: Other prohibited actions of Athletes**

Athletes are prohibited from forging documents or engaging in any form of misconduct, including intoxication by alcohol, drugs or other illegal substances.

Any Athlete found to be involved in fraudulent activities or violating the rules and regulations set by WPC should face appropriate consequences, such as disqualification or suspension.

Principle D: Independence and neutrality

- **Article 11. Independence**

WPC Officials should strive to maintain impartiality and fairness in their decision-making processes. This includes treating all athletes, teams, and stakeholders equally and without bias.

WPC Officials shall remain politically neutral in their dealings on behalf of WPC with government institutions, national and international organizations.

- **Article 12. Fiduciary Duties**

WPC Officials shall act for the benefit and in the best interests of WPC and Phygital Sports, when making decisions, which affect, or may affect, WPC without reference to their own personal interest, either financial or otherwise.

WPC Officials shall be free from any conflicts of interest and shall not have personal relationships or biases towards any Athletes or teams.

- **Article 13: Transparency and Accountability:**

WPC Officials shall be selected based on their expertise, experience and impartiality, ensuring that they can make objective decisions without any external influence.

WPC Officials shall maintain transparency in their operations and decision-making processes. They shall provide clear information about the rules, procedures and selection criteria for WPC Events. Any disputes or complaints shall be addressed promptly and fairly.

Principle E: Good governance and use of resources

- **Article 14: Good governance**

WPC Officials shall always act in the best interests of Phygital Sports and Participants when using resources for promotion. This means avoiding any personal gain or bias in decision-making and prioritizing the long-term sustainability and success of Phygital Sports.

▪ **Article 15: Options for the use of resources**

WPC Officials in Phygital Sports promotion shall use resources responsibly and in line with ethical standards. This includes avoiding any conflicts of interest and ensuring that resources are allocated fairly and transparently.

WPC Officials shall prioritize the needs of Athletes and Phygital Sports itself when using resources for promotion. This means investing in initiatives that will benefit the development and growth of Phygital Sports, such as grassroots programs, training opportunities and infrastructure improvements. Resources should be used to create equal opportunities for all Athletes, regardless of their background or financial means.

▪ **Article 16: Transparency in the use of resources**

WPC Officials shall provide clear and accessible information about how resources are being allocated and spent. This can include publishing financial reports, disclosing sponsorship agreements and regularly updating stakeholders on the progress and impact of promotional initiatives.

▪ **Article 17: Accountability**

WPC Officials shall establish mechanisms for monitoring and evaluating the effectiveness of promotional activities. This can involve setting measurable goals and regularly assessing whether these goals are being met. If resources are not being used effectively or efficiently, WPC Officials shall be willing to make adjustments and reallocate resources as needed.

Income and expenditure of WPC shall be recorded and maintained in accordance with Hong Kong generally accepted accounting principles. The accounts shall be annually audited by an independent auditor.

▪ **Article 18: Sponsorship**

WPC recognise the significant contribution that broadcasters, sponsors, partners and other supporters of WPC Events make to the promotion and prestige of Phygital Sports around the world. The broadcasters, sponsors, partners and other supporters must not interfere unlawfully with the running of Phygital Sports or WPC Events, or wrongfully influence the recipient in the discharge of their duties in any way.

V - CONFLICTS OF INTEREST

▪ **Article 19: Preventive measures**

No influence:

All WPC Officials shall perform their duties (especially, preparing or participating decision-making) in an independent manner, free from any influence that might interfere with their loyalty to WPC in order to prevent any circumstances in which a potential or actual conflict of interest might arise.

WPC Officials shall avoid situations where their personal interests may conflict with the best interests of Phygital Sports or WPC Participants. This includes refraining from accepting gifts, favors, special treatment, privileges or other forms of personal benefits that could compromise their objectivity.

WPC Officials shall actively participate in training programs and educational initiatives provided by the Ethics Committee to enhance their understanding of conflicts of interest and ethical decision-making.

No gifts:

WPC Officials shall not, directly or indirectly, offer, promise, give, solicit or accept to and from persons within or outside WPC any personal remuneration or commission, financial or other benefit, any concealed benefit (or the expectation of a benefit, entertainment or gifts, irrespective of whether such benefit is in fact given or received) or service of any nature connected with the administration of their functions within WPC.

WPC Officials may only offer or accept gifts or other benefits of nominal value as a mark of respect or friendship and not exceeding average of well-established prevailing local customs. Additionally, such gifts or benefits shall:

- (i) have symbolic or trivial value;
- (ii) do not bring suspicion on the WPC Official's integrity and impartiality;
- (iii) do not compromise the integrity of WPC;
- (iv) do not create any undue pecuniary or other advantage; and
- (v) do not create a conflict of interest.

If in doubt, gifts or other benefits shall not be accepted, given, offered, promised, received, requested or solicited. In all cases, WPC Officials shall not give or accept any cash in any amount or form, except for salaries or fees approved by WPC, and business expenses being reimbursed based on WPC's budget.

If declining the gift or benefit would offend the giver on the grounds of cultural norms, persons bound by this Code may accept the gift or benefit on behalf of their respective organization and shall report it and hand it over, where applicable, immediately thereafter to the Ethics Committee.

No bribery and corruption:

WPC Officials shall not, directly or indirectly, offer, promise, give or accept any advantage as an inducement for an action, which is illegal, unethical, a breach of trust or the improper performance of this Code.

WPC Officials shall not, directly or indirectly, misuse of entrusted power for personal gain designed to influence the individual WPC Official for the execution or omission of an act that is related to their official activities.

WPC Officials are prohibited from misappropriating WPC assets, regardless of whether carried out directly or indirectly through, or in conjunction with, intermediaries or related parties, as defined in the Code.

No abuse of official position:

WPC Officials shall not abuse their position in any way, especially to take advantage of their position for private aims or gains.

WPC Family shall not accept, request, solicit or offer any commission for themselves or third parties in the negotiation of any deals or conducting any official duties in connection with their position with WPC. WPC Family shall disclose any of such activity or commissions that they may be entitled to in dealing with WPC to WPC at all times.

▪ **Article 20: Disclosure of a conflict**

WPC Officials shall disclose any potential real or apparent conflicts of interest before being elected, employed, appointed or legally linked to WPS, or immediately after the conflict arises and shall deliver all such information to the Ethics Committee and to the organization for which WPC Official performs their duties. This includes any financial, personal, or professional relationships that could influence their decision-making.

WPC Officials shall report any suspected instances of conflicts of interest among their colleagues to the Ethics Committee. This encourages a system of self-regulation and ensures that potential conflicts are addressed promptly and appropriately.

WPC Officials should seek guidance and advice from independent bodies or the Ethics Committees when faced with potential conflicts of interest. This can help ensure that decisions are made in the best interests of Phygital Sports or Participants.

▪ **Article 21: Consequences of a conflict**

WPC Officials shall recuse themselves from any decision-making processes where a conflict of interest exists. This includes abstaining from voting or participating in discussions where their personal interests could potentially influence the outcome.

▪ **Article 22: Policies and guidelines**

WPC Officials shall support the implementation and enforcement of policies and guidelines related to conflicts of interest. WPC Officials shall actively contribute to the development of these policies and work collaboratively with the Ethics Committee to maintain the highest standards of integrity within the sports governance structure.

WPC Officials shall regularly review and update their conflict of interest policies and codes of ethics to ensure they remain relevant and effective in addressing potential conflicts.

VI - ETHICS COMMITTEE

▪ **Article 23: Composition**

The Ethics Committee shall be composed of individuals who are knowledgeable and experienced in the field of sports governance and ethics. They shall be independent and free

from any conflicts of interest themselves.

The members of the Ethics Committee should be elected or appointed through a transparent and fair process. This can involve nominations from relevant stakeholders, vetting of candidates' qualifications, and voting by a representative body.

- **Article 24: Authority**

The Ethics Committee shall have the authority to investigate and evaluate potential conflicts of interest involving WPC Officials. This includes gathering relevant information, conducting interviews, and reviewing documents to determine if a conflict exists.

The Ethics Committee shall provide guidance and advice to WPC Officials on how to navigate potential conflicts of interest. This can include recommending recusal, providing alternative solutions, or suggesting ways to mitigate the conflict.

- **Article 25: Independence and transparency**

The Ethics Committee shall be transparent in its operations and decisions. This includes providing regular reports on its activities, publishing its findings and recommendations, and ensuring that all parties involved are treated fairly and impartially.

The Ethics Committee shall have the autonomy to carry out its functions without undue influence or interference from external parties. This can include having a dedicated budget, resources, and support staff to ensure its effectiveness.

WPC Officials shall not obstruct, evade, prevent or otherwise interfere with any actual or potential Ethics Committee proceedings.

VII - IMPLEMENTATION AND ENFORCEMENT

- **Article 26: Familiarization with the privacy statement**

WPC shall establish a clear process for implementing and enforcing the Code. This process shall include steps for communicating the Code to WPC Family, ensuring their understanding and agreement to abide by it.

WPC Family shall be informed about the Code and the measures taken to enforce it.

- **Article 27: Review of the Code**

The implementation and enforcement of the Code of ethics shall be regularly reviewed and evaluated to ensure its effectiveness.

- **Article 28: Duty to report**

Any member of WPC Family who become aware of any infringements of the Code shall inform, in writing, the Ethics Committee directly.

Whistleblower protections shall be in place to encourage WPC Officials to report any violations of the Code or suspected unethical behavior.

- **Article 29: Duty to cooperate**

Any member of WPC Family shall cooperate with the Ethics Committee at all times fairly, fully and in good faith, regardless of whether they are involved in a particular matter as a party, as a witness, or in any other role.

Any member of WPC Family shall comply in good faith with the requests of the Ethics Committee, including, but not limited to, providing clarifications of facts; giving oral or written testimony; providing information, documents or other materials; and disclosing any other details if deemed necessary by the Ethics Committee.

Any member of WPC Family has no right to harass, intimidate, threaten or retaliate against anyone for any reason related to fact, potential or intended assistance or cooperation with the Ethics Committee.

In connection with any actual or potential Ethics Committee proceedings, WPC Family shall not hide material facts; make a materially false or misleading statement or representation; or send any incomplete, materially false or misleading information or other materials.

VIII - MEASURES AND SANCTIONS

▪ Article 30: Imposition of sanctions

The process for imposing sanctions should be fair and impartial, allowing the violator the opportunity to present their case and provide any relevant evidence or mitigating factors.

The sanctions shall be proportionate to the severity of the violation.

In cases where a violation of the Code also constitutes a criminal offense, appropriate legal action should be pursued. This may involve reporting the violation to law enforcement authorities and cooperating with any resulting investigations or prosecutions.

WPC shall have mechanisms in place to enforce sanctions and ensure compliance.

In addition to individual sanctions, WPC shall also consider implementing broader measures to address systemic issues that may contribute to unethical behavior. This could involve reviewing and revising policies, procedures, and structures that may create incentives or opportunities for misconduct.

▪ Article 31: Types of sanctions

Unless otherwise specified, regardless of the form, whether by action or omission, whether it was committed intentionally or through negligence, or whether the violation was completed or not, the breach of the Code shall be subject to any one or more of the following sanctions:

(i) with regard to WPC Officials:

- warning;
- reprimand;
- fine;
- suspension;

- termination of employment;
- ban from participating in Phygital Sports;
- (ii) with regard to the WPC Participants:
 - warning;
 - fine;
 - deprivation of won medal, prize, award or other honor bestowed on the individual by WPC;
 - withdrawal from the program of the WPC Competitions and (or) the WPC Events;
 - disqualification;
 - ban from participating in Phygital Sports;
 - ban from participating in Phygital Sports-related activity;
 - expulsion;
- (iii) with regard to the Host City/Country, the Host Organizations:
 - withdrawal of the right to hold and organize WPC Event;
 - withdrawal of the right to be an interested host or a candidate to host WPC Event;
 - fine;
- (iv) with regard to any other member of WPC Family:
 - warning;
 - fine;
 - ban from participating in Phygital Sports.

▪ **Article 32: Factor of sanctions imposed**

In the proceedings for breach of the Code the Ethics Committee shall take into account all relevant factors in the case, including:

- (i) Objectives: Clearly define the objectives of the sanctions, whether they aim to deter specific behavior, punish wrongdoing, or promote human rights, democracy, or international security.
- (ii) Target selection: Identify the appropriate targets for sanctions, such as individuals, entities, or countries responsible for the undesirable behavior.
- (iii) Scope and severity: Determine the scope and severity of the sanctions based on the gravity of the offense.

- (iv) International cooperation: Seek international consensus and cooperation to maximize the impact of sanctions.
- (v) Timing: Evaluate the timing of imposing sanctions to ensure they have the desired effect.
- (vi) Humanitarian impact: Assess the potential humanitarian consequences of sanctions, particularly on vulnerable populations.
- (vii) Review mechanisms: Establish mechanisms to regularly review the effectiveness and impact of sanctions.
- (viii) Unintended consequences: Anticipate and assess potential unintended consequences of sanctions, such as economic disruptions, political instability, or retaliatory actions.

▪ **Article 33: Sanctions monitoring**

The effectiveness of the sanctions shall be regularly evaluated to determine if they are achieving their intended purpose.

WPC shall be prepared to revise and update the sanctions as needed to address emerging ethical challenges or changing societal expectations. This demonstrates a commitment to continuous improvement and adaptability in maintaining ethical standards.

IX - CONFIDENTIALITY

▪ **Article 34: Privacy and Data Protection**

WPC Family's privacy rights must be respected, especially in relation to the collection, storage, and use of personal data. WPC shall adhere to relevant data protection laws and ensure that WPC Family's personal information is handled securely and responsibly.

The obligations as to confidentiality set out herein shall survive termination hereof and shall continue in force so long as such Confidential Information remains confidential.

▪ **Article 35: Maintaining confidentiality by WPC Family**

WPC Family shall maintain strict confidentiality in all matters related to their role for, or on behalf of WPC. They shall not disclose any Confidential Information or use it for personal gain.

WPC Family shall handle all Confidential Information with care and take necessary measures to protect it from unauthorized access or disclosure. This includes using secure communication channels and implementing appropriate security measures.

WPC Family shall not engage in any unauthorized access or use of Confidential Information, including hacking, spying, or any other unethical practices. They shall respect the privacy rights of individuals and organizations involved in the sports governance structure.

▪ **Article 36: Maintaining confidentiality by WPC Officials**

WPC Officials should only share confidential information on a need-to-know basis and with the explicit consent of the relevant parties. They shall ensure that all recipients of Confidential

Information understand their responsibilities regarding its confidentiality.

WPC Officials shall promptly report any breaches of confidentiality or suspected unauthorized access to Confidential Information to the Ethics Committee. They shall cooperate fully with any investigations or inquiries related to such breaches.

WPC Officials shall not retain confidential information longer than necessary and shall dispose of it securely when it is no longer needed. They shall follow proper data protection practices to prevent unauthorized access or disclosure.

The obligation to respect confidentiality survives the termination of any contractual relationship between the members of WPC Family.

X - EFFECTIVE DATE

This Code comes into force on September 30, 2024 and applies to all violations of the Code committed on or after the effective date.

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ANNEX 1. DEFINITIONS

In this Code the following words and expressions shall have the following meanings unless the context otherwise requires:

Affiliate	<p>In respect to any person, means a person that directly or indirectly through one or more intermediaries, Controls, is Controlled by, or is under common Control with such person, and with reference to an individual, in addition to the following means:</p> <ul style="list-style-type: none"> (i) that individual's spouse and any sibling, parent, child or stepchild; and (ii) any Personal Holding Arrangement in respect of which such individual or any person referred to herein is the Ultimate Beneficiary.
Athlete	An individual or a member of a participating team delegation directly involved in the WPC Competition.
Authorities	The executive authorities in the Host Country that influence (or are involved in) decision-making.
Blogger	A media personality who posts authored (individualized) content on social media.
Candidate City/Country	A City/Country that expressed interest in becoming the Host City/Country of WPC Competition and decided to participate in the selection process organized by WPC.
Code	This Code of Ethics as amended from time to time.
Confidential Information	<p>All confidential or proprietary information (however recorded or preserved and whether or not specifically marked as confidential or proprietary) that is disclosed or made available (in any form or medium), directly or indirectly, by WPC and (or) any member of WPC Group (or any of its respective employees, officers, agents or advisers) to the recipient or any member of the recipient's Group) (or any of the recipient's respective employees, officers, agents or advisers).</p> <p>Confidential Information includes but is not limited to:</p> <ul style="list-style-type: none"> (i) to the extent applicable: proprietary information, data, know-how, formulae, strategies, photographs, technology, technical literature, research, product plans, products, services, equipment, customers, markets, source and/or object code, software, inventions, discoveries, ideas, processes, designs, drawings, specifications, product configuration information,

	<p>pricing, marketing plans, financial information, prototypes, samples, audio, audiovisual, graphics, text, manuals and other written materials, gameplay, mechanics, look and feel, user interface, logo, name, plot, setting and characters or other materials including information which is attributable to, or the existence of which is derived from, the parties business and (or) official relationship;</p> <p>(ii) any other information that is identified as being of a confidential or proprietary nature; and</p> <p>(iii) any findings, data or analysis derived from such information.</p>
Control	<p>In relation to a person, means the power (whether direct or indirect and whether or not exercised) of another person (or persons acting in concert, in which case it is deemed that any person from that group of persons has the right to Control) to secure (directly or indirectly) that its affairs are conducted in accordance with the wishes of that other person (or persons acting in concert) by virtue of:</p> <p>(i) the direct or indirect ownership or Control of more than 50 per cent. of the voting shares or charter capital of the relevant person; or</p> <p>(ii) the ability to direct (directly or indirectly) the casting of more than 50 per cent. of the votes exercisable at general shareholders, participants, members or partnership meetings of the relevant person on all, or substantially all, matters; or</p> <p>(iii) the direct or indirect right or power to appoint or remove directors or members of any management body of the relevant person holding a majority of the voting rights at meetings of the relevant board or management body on all, or substantially all, matters; or</p> <p>(iv) the ability to exercise (directly or indirectly) any contractual right or right in equity as a settlor, executor, trustee, protector, enforcer or beneficiary of any Personal Holding Arrangement;</p> <p>where for all purposes hereof:</p> <p>(i) “Control” (when used as a verb), “Controlled”, “under common Control with” and “Controlling” shall be construed accordingly; and</p>

	(ii) a Personal Holding Arrangement which has any Ultimate Beneficiary, shall be deemed to be Controlled by that Ultimate Beneficiary.
Esports	Competitions using video games of different genres which are based on team or individual play and digital activity.
Group	In relation to a company, that a company, its subsidiaries, any a company of which it is a subsidiary (its holding company) and any other subsidiaries of any such holding company; and each company in a Group is a member of the Group. Unless the context otherwise requires, the application of the definition of Group to a company at any time shall apply to the company as it is at that time.
Handbook (set of handbooks)	Document (set of documents), developed by WPC or its Affiliates, defining the requirements for the preparation and holding of the WPC Competitions and any other WPC Events in a particular functional area(s).
Host Country	A country selected by WPC for preparation and delivery of WPC Competition and related test events during the specified year.
Host City	A city within a Host Country, which has been selected by WPC for preparation and delivery of WPC Competition and related test events during the specified year.
Host Organization	A legal entity assigned and authorized by the Host Country to lead the preparation and delivery of WPC Competition and related test events during the specified year. In the absence of such legal entity, the duties are performed by the Host City/Country.
Participant	Any natural or legal person belonging to one of the following categories: Athlete, Blogger, Support Personnel, Streamer, VIP guests.
Personal Holding Arrangement	Any: <ul style="list-style-type: none"> (i) trust (which shall include a reference to its trustee or trustees where relevant) whether or not discretionary, revocable or irrevocable, and whether or not evidenced by a trust agreement or a declaration of trust; (ii) private foundation (which shall include where relevant a reference to its board, council, the sole manager or director); and (or) (iii) any equivalent thereof in any jurisdiction,

	in each case wherever and howsoever made, settled, incorporated, created or established.				
Phygital Community member-organization	A commercial or non-commercial, governmental or non-governmental organization officially appointed (selected) by the country, which agreed to become a partner and (or) a member of WPC by virtue of signing the partnership and (or) membership agreement. The main role of an appointed Phygital Community member-organization is to serve as the one and only focal point for the WPC in the relevant country, develop and promote Phygital Sports at national level.				
Phygital Ecosystem	<p>The technical architecture which aimed to:</p> <ul style="list-style-type: none"> (i) creation and development of innovative sports and high-tech disciplines; (ii) development of a technological platform; (iii) formation of new directions in education and science (creation of a technological educational platform for young people); and (iv) development of games, including those that combine digital and physical activities. 				
Phygital Sports	The new type of sport, based on the integration of the Physical Sports and Esports which is united by a combined result/score.				
Phygital Sports disciplines	<p>A type of competition using technology (technological devices) and/or digital environment as well as physical activity, which may consist of one or more disciplines united by common scoring.</p> <p>Phygital Disciplines are divided into Ranking and Non-Ranking categories. The distinctions are outlined in the table below. Ranking disciplines are regulated in accordance with the Rules of Phygital Sports disciplines and the Regulations on the ranking system in Phygital Sports. This is obligatory discipline.</p> <table border="1"> <thead> <tr> <th>Ranking</th><th>Non-Ranking</th></tr> </thead> <tbody> <tr> <td> Phygital Football Phygital Basketball Phygital Shooter Phygital Dancing </td><td> Phygital Hockey Phygital Fighting Phygital Racing Phygital BMX Phygital Skateboarding Phygital Cycling </td></tr> </tbody> </table>	Ranking	Non-Ranking	Phygital Football Phygital Basketball Phygital Shooter Phygital Dancing	Phygital Hockey Phygital Fighting Phygital Racing Phygital BMX Phygital Skateboarding Phygital Cycling
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	Phygital Disciplines listed in the table are not final, as the field of Phygital Sports is constantly evolving. New Phygital Disciplines will keep being introduced and gaining recognition over time.
Physical Sports	The type of sport, requiring physical prowess and skill to move the physical competitor and/or a physical object.
Streamer	A media personality who broadcasts themselves over the Internet both live and through pre-recorded videos.
Support Personnel	Any coach, trainer, agent, manager, medical or paramedical staff, advisers, judges, journalists, educators, guardians, sports bodies, business agents, etc.
Ultimate Beneficiary	In respect of a Personal Holding Arrangement means an individual who (or the members of whose family have) at the time in question has the beneficial right or interest (arising from being a beneficiary of such Personal Holding Arrangement) to receive, directly or indirectly, more than 50 per cent. or more (as determined on a look-through basis, where applicable) of any proceeds, distributions or assets of, or from, such Personal Holding Arrangement.
VIP guests	Heads of state or government, other high-ranking officials of the host state and other states, heads of diplomatic corps, and the highest-ranking officials of the Host City/Country.
WPC	World Phygital Community Limited.
WPC Board	The Board of Directors of WPC.
WPC Competition	Any sports competition, tournament or match, held by WPC or its Affiliates.
WPC Event	Competitive, non-competitive, training, test or any other event that is within WPC's authority or organized by WPC or its Affiliates, including but not limited to the WPC Competition.
WPC Family	Joint term for all individuals and legal entities referred to above.
WPC Official	Elected representatives of WPC, persons appointed to any position in WPC (including members of WPC Commissions), directors, administrative bodies, committees, commissions, working groups, staff, consultants, agents and advisors who act for or on behalf of WPC, other persons who act or acted, or are or were entitled to act for or on behalf of WPC, as well as any

	other person responsible for technical, medical or administrative matters in WPC.
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Unless otherwise specified, words importing the singular include the plural, words importing any gender include every gender and words importing persons include bodies corporate and unincorporate; and (in each case) vice versa.

The headings herein do not affect its interpretation.