

# Code of Conduct

Effective date: July 2026

## 1. Integrity of research

Findings are reported accurately and completely, with sources and limitations disclosed. EEHC does not fabricate, distort or selectively omit evidence to fit a desired conclusion.

## 2. Independence

EEHC accepts no compensation contingent on reaching a particular research conclusion and discloses any conflict of interest before accepting an engagement.

## 3. Lawful conduct

All work is performed in compliance with the laws of Georgia and the applicable laws of the markets studied. EEHC does not obtain information through misrepresentation, unauthorised access or other improper means.

## 4. Professional standards

Work follows recognised market-research practice, including ESOMAR/ICC principles for primary research and transparent methodology in secondary research.

## 5. Subcontractors

Researchers engaged for specific projects commit in writing to this Code, the Anti-Corruption Policy and project-specific confidentiality terms.

## 6. Accountability

This Code is owned by the founder. Questions and reports: [dmitriy.klimchuk@eehc.ge](mailto:dmitriy.klimchuk@eehc.ge).

Approved by: Dmitry Klimchuk, Individual Entrepreneur (founder, EEHC)