

CODE OF CONDUCT

Effective Date: July 27, 2015

EGB Bloodtype-Based Fitness, LLC ("EGB") requires that you conduct yourself with respect for others on our Sites (as defined in the [Terms of Use](#)). In particular, please observe the following rules:

A. Abusive Behavior. Do not harass, threaten, stalk, or defame any person or entity. Do not contact any person who has requested no further contact. Do not upload, post, email, transmit, or otherwise make available any content that shall be deemed unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, or invasive of another's privacy or which is hateful or racially, ethnically, or otherwise objectionable. Do not cause harm to minors in any manner whatsoever.

B. Privacy. Do not violate the privacy rights of any person. Do not collect, store, or disclose any personal address, social security number, or other personally identifiable information without each holder's written consent or in the case of a minor, without the parent or legal guardian's written consent. Do not cooperate in or facilitate identity theft or impersonate any individual or entity, including, without limitation, any EGB personnel. Do not falsely state or otherwise misrepresent any affiliation with an individual or entity.

C. Intellectual Property. Do not infringe upon the copyrights, trademarks, trade secret rights, or other intellectual property rights of any person or entity. Do not upload, post, email, transmit, reproduce, publish, or disseminate software, audio recordings, video recordings, photographs, articles, or other works of authorship without the written permission of the intellectual property right holder.

D. Hacking, Viruses, and Network Attacks. Do not access any computer or communications system without authorization, including the computers used to make our Sites available for use. Do not attempt to penetrate or disable any security system. Do not disrupt the normal flow of communication or otherwise act in any manner that would negatively affect other users' ability to participate in real-time interactions. Do not intentionally distribute a computer virus, launch a denial of service of attack, or in any other way attempt to interfere with the functioning of any computer, communication system, or website. Do not attempt to access or otherwise interfere with member accounts on our Sites.

E. Spam. Do not upload, post, email, transmit, or otherwise offer any unsolicited or unauthorized advertising, promotional flyers, "junk mail," "spam," or any other form of solicitations, except in any areas on our Sites designed for that purpose.

F. Fraud. Do not issue fraudulent offers to sell or buy products, services, or investments. Do not mislead anyone about the details or nature of a commercial transaction. Do not provide

informational support or resources that conceal or disguise the character, location, or source to any organization delegated by the United States government as a "foreign terrorist organization" in accordance with Section 219 of the Immigration Nationality Act. Do not commit fraud in any other way.

G. Violations of Law. Do not forge captions, headings, or titles or otherwise offer any content to which you personally have no legal right by law, contract, or fiduciary duty. Do not violate any local, state, federal, national, or international law, including, but not limited to, rules, guidelines, or regulations decreed by the United States Securities and Exchange Commission, in addition to any rules of any nation or other securities exchange, such as, among others, the New York Stock Exchange, the American Stock Exchange, or the NASDAQ, and any regulations having the force of law.

H. Ethical Violations. You are responsible for adhering to the highest industry standards of professional conduct and ethics guidelines governing your profession while on our Sites. Do not upload post, email, transmit, or otherwise offer any content on our Sites that contains confidential or proprietary information or otherwise violates any laws, rules, ethics, or contracts by which you are bound.

I. Consequences of Violation. Violation of this Code of Conduct may lead to suspension or termination of your membership account or legal action. In addition, you may be required to pay for the costs of investigation and remedial action related to such violations. EGB reserves the right, in our sole discretion, to take any other remedial action we deem necessary.

J. Reporting Violations. EGB requests that anyone with information about a violation of this Code of Conduct report it to the following address: customerservice@egbexperience.com. Please provide the date and time (with time zone) of the violation and any identifying information regarding the violator, including an email or internet protocol address, if available, as well as details of the violation.

K. Modifications. EGB may change this Code of Conduct at any time and for any reason by posting a new version on this page or a successor page. The new version will become effective on the date it is posted, which EGB will list at the top of the page as the new "Effective Date." As such, you should periodically review this page for the latest information on EGB's conduct rules. Your continued use of our Sites following the posting of any changes to EGB's terms and conditions shall mean you agree and accept such changes.