

ACCESSIBILITY STANDARDS FOR CUSTOMER SERVICE POLICY

O2E Brands Inc. (the “Company”) is committed to the principles and goals of the Accessibility for Ontarians with Disabilities Act, 2005 (“AODA”) and the Customer Service Standards set out in the Integrated Accessibility Standards Regulation (“Customer Service Standards”).

PURPOSE

The purpose of this Policy is to outline the practices and procedures approved by the Company in order to meet its obligations under the AODA and specifically, the Customer Service Standards.

POLICY – GUIDING PRINCIPLES AND SCOPE

The Company is committed to excellence in serving all customers, including persons with disabilities, and will use reasonable efforts to ensure that its policies, practices and procedures are consistent with the following principles:

- A. The Company’s services and facilities are provided in a manner that respects the dignity and independence of persons with disabilities;
- B. The provision of the Company’s services and facilities to persons with disabilities and others are integrated to the extent possible, unless an alternate measure is necessary, whether temporarily or on a permanent basis, to enable a person with a disability to obtain, use or benefit from the services;
- C. Persons with disabilities are given an opportunity equal to that given to others to obtain, use or benefit from the Company’s services; and
- D. The Company communicates with persons with disabilities in a manner that takes into account their disabilities.

To ensure the best possible customer service, the Company encourages open two-way communication and expects persons with disabilities to communicate their need for accommodation or assistance if it is not readily apparent how that need can be met.

APPLICATION

This Policy applies to all employees, volunteers, every person who participates in developing the Company’s policies, practices and procedures governing the provision of services to the public, and every other person who deals with members of the public or other third parties on behalf of the Company, including all employees.

COMMUNICATION, SUPPORT PERSONS, SERVICE ANIMALS AND USE OF ASSISTIVE DEVICES

The Company is committed to communicating with persons with disabilities in ways that take into account the person's disability. To ensure this,

- A. The Company's employees will be trained in how to interact and communicate with customers with disabilities, guided by the principles of dignity, independence, integration, and equality;
- B. To the extent possible, customers with disabilities will be offered alternative communication formats that will meet the needs of the customer as promptly as feasible;
- C. To the extent possible, documents will be provided to customers in an alternative format that will meet the needs of the customer in a timely fashion; and
- D. To the extent possible, if telephone or other used forms of communication are not suitable for a customer's needs, alternative forms of communication will be offered.

People with disabilities may use their own personal assistive devices, service animals (as defined by the Customer Service Standards) or support persons (as defined by the Customer Service Standards) while obtaining any service provided by the Company. Service animals are permitted on the parts of our premises that are open to the public, unless excluded by law.

The Company may require a person with a disability to be accompanied by a support person, but only if, after consulting with the person with a disability and considering the available evidence, the Company determines that the support person is necessary to protect the health and safety of the person with the disability or of others on the premises, and there is no other reasonable way to protect the health or safety of the person with the disability or others on the premises.

TRAINING

The Company will ensure that the following persons receive training about the provision of services and facilities to persons with disabilities: all of the Company's employees and volunteers, every other person who deals with members of the public or other third parties on behalf of the Company, and every person who participates in developing the Company's policies, practices, and procedures governing the provision of services or facilities to members of the public or other third parties.

This training will be provided to each person as soon as practicable and on an ongoing basis in connection with changes to the policies, practices and procedures governing the provision of the Company's services to persons with disabilities.

The training will include instruction on:

- The purposes of the Accessibility for Ontarians with Disabilities Act, 2005 and the requirements of the Customer Service Standards;
- How to interact and communicate with people with various types of disabilities;
- How to interact with persons with disabilities who use an assistive device or the assistance of a guide dog or other service animal or the assistance of a support person;
- How to use equipment or devices available on the Company's premises or otherwise provided by the Company that may help with the provision of the Company's services to a person with a disability;
- What to do if a person with a particular type of disability is having difficulty accessing the Company's services; and

The Company's current policies, practices and procedures relating to the Customer Service Standards and providing services to persons with disabilities.

The Company will keep records of the training provided, including dates on which training is provided and the number of individuals in attendance.

NOTICE OF TEMPORARY DISRUPTIONS

The Company will provide public notice in the event of a planned or unexpected disruption to services for or facilities used by persons with disabilities. Such notices will include information about the reason for the disruption, how long the disruption is expected to last, and a description of any alternative services or facilities, if available.

Such notice will be placed or available at the entrance to the premises, at the elevator doors on the ground level, the site of the disruption and on the Company website.

FEEDBACK PROCESS

Comments on our services, including regarding how well we are meeting our customers' expectations are welcomed and appreciated. Feedback will be used to improve customer service.

Feedback regarding the way the Company provides services to persons with disabilities and feedback about the feedback process itself can be made through the website, by telephone, through email, or by other means as required. Feedback sent through the website feedback form will be directed to the Company's Human Resources Department.

Feedback by telephone, mail or through email should be directed to: people@o2ebrands.com

Where possible, concerns will be addressed immediately. However, some concerns may require more time and consideration. Customers can expect to hear back from the Company promptly, either with details on the resolution of the concern or, in more complex cases, on the steps being taken by the Company to resolve the concern.

Any complaints received will be addressed as follows: Complaints will be received through our customer experience department and directed to the People team for all complaints related to AODA. Our People team will create an action plan for a resolution on a case by case basis.

Information regarding the Company's feedback process can be found on the Company's website.

The Company will provide or arrange for accessible formats or communication support to ensure the feedback process is accessible to persons with disabilities, upon request.

AVAILABILITY OF DOCUMENTS

This Policy incorporates all of the document requirements under the Customer Service Standards, and is available upon request. When a request is made for this Policy by a person with a disability, the Company will provide the document or the information contained in the document, in a format that takes into account the person's disability