

Decisive Dividend Corporation – Code of Business Conduct and Ethics

Decisive Dividend Corporation is committed to maintaining high business standards in our operations. We recognize the importance of credibility, integrity and trust to our success.

This is the Business Code of Conduct for Decisive and its affiliates (collectively, “Decisive” or the “Company”). It applies to all employees, officers, directors and outside advisors (collectively, “Employees”) and it contains important rules that guide our actions and keep Decisive on the right course.

Our compliance with both the letter and spirit of this code is essential to protecting our business and our reputation. Underlying all actions and business decisions is a concern for what is right and how it reflects on us.

Treat People Fairly

We treat people fairly - with dignity and respect. We do not condone discrimination or harassment amongst each other or our partners. We value a diverse workplace and benefit from it as individuals and as a business.

A safe workplace

We provide a safe workplace – we owe it to ourselves, our families and each other. Employees have a responsibility to perform their duties in a safe manner by following all safety laws and practices and by reporting any incidents or unsafe conditions. The use of alcohol or illegal drugs or the misuse of legal drugs is prohibited. Violence or threatening behaviour is also prohibited.

Respect the Environment

We are environmentally responsible – people expect that of us. We do our best to conserve resources to the extent consistent with sound business operations. We obey all environmental laws in the jurisdictions in which we do business.

Compete Fairly

We compete hard – but fairly. We do not seek competitive advantages through illegal or unethical business practices. We do not take advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts, or any unfair practices.

The Laws, Rules, and Regulation

We all obey applicable laws, rules and regulations in the jurisdictions in which we do business – that’s a given. We also must follow our policies and regulations including those specific to our

business unit and location. We will cooperate with audits or investigations that may be undertaken by Decisive or lawful investigations and inquiries from third parties.

Inside Information

We never trade on inside information – it is unfair and it is illegal. Employees are responsible for knowing and complying with the laws and policies applicable to personal trading in securities and handling material information. Trading Decisive shares while you know material things about the Company that the public does not know is prohibited. If you can't make a trade, neither can your family members or anyone living in your household. You also cannot trade shares of our customers, suppliers or other business partners if you have material non-public information about them. Any inquiries are to be referred to the Chief Financial Officer or the Chief Executive Officer. Decisive's policy on insider trading is set forth in our Trading and Blackout Policy which is posted on our website.

Conflicts of Interest

We make work decisions based on what is best for Decisive – not for personal gain. A conflict of interest occurs when an individual's personal interests interfere, or may appear to interfere, with the interests of Decisive. We do not engage in any activities or situations that involve real or perceived conflicts of interest with the Company.

Conflicts of interest include but are not limited to the following:

Gifts and Entertainment

We do not accept gifts of any kind.

Doing Business

We do not have business or personal interests that conflict with those of Decisive. No employee may work directly or indirectly for a competitor, customer or supplier. We always advance Decisive's business interests when any opportunity to do so arises and we do not use any of the Company's property, information or position for our personal benefit.

Confidentiality

We deal with all information about Decisive as being confidential. Unless the information in question is already in the public domain, employees should assume that they should not disclose the information. Any inquiries are to be referred to the Chief Financial Officer or the Chief Executive Officer. Decisive's policy on confidential information is set forth in our Disclosure Policy which is posted on our website.

External Communication

We do not provide information about Decisive to anyone outside our organization - unless an official announcement has been made. Employees are not to answer inquiries from the press, legislative bodies, or other organizations unless specifically authorized to do so. All such inquiries are to be referred to the Chief Financial Officer or the Chief Executive Officer. Decisive's policy on external communications is set forth in our Disclosure Policy which is posted on our website.

Internal Communication

We conduct all communications in a professional manner. We provide Employees with access to email, the internet, telephones and other forms of communication for business purposes (and reasonable personal incidental use). Decisive has the right to access, monitor and review communications conducted using our resources. Employees are responsible to ensure that network security is maintained.

Accurate Financial Information

We produce timely, complete and accurate financial reports – it is essential for our reporting obligations and for making sound business and investment decisions. Our books and records must fully and accurately reflect all financial transactions with supporting documentation in reasonable detail. Employees have a responsibility to ensure that our records do not contain any false, inaccurate or misleading entries. We comply with all legal requirements and accounting principles.

Complying with Our Code

We are all responsible for understanding and complying with our Code. Contravention of any provision of the Code may result in disciplinary action, up to and including termination of employment for cause without notice, and possible civil and criminal or regulatory action.

If something goes wrong or if you suspect a violation of a law or this Code, you can report the matter promptly to your supervisor or senior management or you can report the matter confidentially by mail to either of the following:

Chief Financial Officer,
Decisive Dividend Corporation,
#201-1674 Bertram Street, Kelowna, B.C. V1Y 9G4

Chair, Governance & Compensation Committee
Decisive Dividend Corporation
#201-1674 Bertram Street, Kelowna, B.C. V1Y 9G4

Reports will be investigated carefully, quickly and confidentially. You can report a violation without fear of retaliation when you make a report in good faith. Decisive will fully support you.

Any waiver of this Code can only be made by the Board of Directors and will be disclosed as required by law, regulation or stock exchange requirement. Revisions, amendments or alterations to this Code can only be approved by the Board of Directors. Our Code provides guidance but cannot cover every situation that is acceptable or unacceptable. If in doubt, you should seek advice from your supervisor or senior management.