

**Beamr Imaging LTD.**

**Code of Business Conduct**

**February 2023**

***Beamr Imaging Ltd.***  
**Code of Conduct**

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**Message from the CEO of the Company**

Beamr Imaging Ltd. is an Israeli company focused on video technology and image science software.

We are dedicated to conducting our business honestly, ethically and with sensitivity wherever we operate in the world. We firmly believe that these qualities and standards begin at home and we must treat each other with patience, trust and respect all the time.

Adhering to these standards as a company will earn Beamr the trust and respect of our customers, users, suppliers, regulators and fellow employees, consultants and service providers while sustaining our long-term commitment to our shareholders.

Our individual and collective actions form the basis of Beamr's reputation outside of our company. Our good name and strong reputation are vital corporate assets that help build credibility in the marketplace and subsequently contribute to the success of our business.

This Code of Business Conduct is a statement to which we readily adhere as a company and a practical mechanism for addressing particular issues and questions.

The Code of Business Conduct defines four corporate values that shape our business practice:

- **Integrity**
- **Mutual Respect**
- **Legal and Compliance obligations**
- **Dedication to Quality**

**Sharon Carmel, CEO and Chairman**

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**Introduction**

We at Beamr Imaging Ltd. ( "*Beamr*" or the "*Company*" ) have set high ethical standards for the way in which we do business. In keeping with these standards, we are expected to conduct our activities in compliance with all applicable laws and in a fair and honest manner. The Code of Business Conduct (the "*Code*") contained in this booklet will assist us in doing this as we move our company forward.

The Code proceeds from the general to the specific. The first topic addresses compliance with applicable laws (such as anti-trust and fair competition, anti- kickback, and environmental laws) and industry-specific laws. The second topic addresses company-related issues, including insider-trading, integrity, confidentiality, intellectual property and conflicts of interest. The third topic focuses on issues pertaining to the individual Employee, such as harassment, health and safety and Employee privacy. The fourth topic addresses the quality assurance of our products themselves.

It is important to emphasize that the Code is formulated at the level of general principles only and cannot be expected to provide specific answers for every possible occasion. Nor does it replace specific and detailed procedures that the company has instituted. It is, however, very important for each of us to understand the principles it contains, as well as applicable laws and the policies and procedures that relate to our work. In case some part of this document is not clear, you are requested to contact our Chief Financial Officer for clarification.

The Code is provided to delineate appropriate business conduct. It is essential that you take time to read and understand it. Your dedication to these principles will enhance and maintain our corporate reputation for integrity and quality.

This Beamr Code of Business Conduct is continually evaluated and may be amended, modified or terminated at any time without prior notice to Employees.

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**Purpose of the Code**

This Code reflects and emphasizes Beamr's shared values and culture. The Code is a statement reinforcing the principle of good conduct and the standards of moral and ethical behavior that all directors, officers, and employees of Beamr are required to follow in the performance of their duties and functions. References in this Code to "Employees" are intended to cover officers and, as applicable, directors.

The purpose of the Code is to set forth principles of business ethics and conduct that Beamr requires all Employees to follow when dealing on the Company's behalf with its customers, suppliers, general public, government and fellow workers, while taking care to avoid personal activities which might conflict with the Company's interest.

The Code is designed to promote full, fair, accurate, timely and understandable disclosure in the reports and documents the Company files with, or submits to, the U.S. Securities and Exchange Commission ("SEC") and in other public communications made by the Company, if applicable.

The content of this document relates to all Beamr Employees world-wide and must be adhered to at all times. Accordingly, these principles are applicable to all of the Company's operations, domestic or foreign. In addition, the Code applies to directors in connection with their director-related activities for the Company.

Every Employee is held responsible for his or her own conduct. Managers at Beamr, in particular, are required to set an example for their subordinates by strictly adhering to these principles. No one in the Company has been granted the authority to violate or request another Employee to violate the contents of this document.

All managers are required to present the Code to all Beamr Employees, who will be asked to sign the Certificate of Compliance attached to this document ("Certificate") when joining the Company. The signature on the Certificate signifies that: (1) the Employee has read this Code and has agreed to act in full compliance with its contents ;(2) the Employee acknowledges that requesting or pressuring a Company Employee to violate the Code is prohibited; and (3) the Employee is not aware of any violation of the Code by any Company manager or other Employee and that should the Employee become aware of such violation after signing this certificate, he or she is obliged to report the conduct to the Chief Financial Officer, the Chairman of the Audit Committee or the external legal counsel of the Company.

**Compliance Obligations**

**Compliance with Laws and Regulations**

Beamr strives to ensure that all its activities are conducted in compliance with applicable laws, regulations and judicial decrees of each country where it transacts business. including, without limitation, insider trading laws, antitrust laws and other fair competition laws.

As individuals, Employees must strive to be aware of and understand the national laws as well as the business requirements and practices that affect their business unit and area of responsibility.

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Each Employee of the Company, while acting on behalf of the Company, shall comply with all applicable governmental laws and regulations. This includes the laws of the country where the Employee is domiciled to work and all countries in which the Employee travels to or conducts business in.

No Employee should take any action on behalf of the Company, that the Employee knows, or reasonably should know, would violate any law or regulation. An Employee having any question as to the validity of an action, proposed to be taken, on behalf of the Company should submit such question to the Chief Financial Officer or the external legal counsel of the Company. Disregard of the law will not be tolerated. Employees should be aware that their conduct and records are subject to internal and/or external audits.

In addition to literal compliance with legal requirements, each Employee must adhere to and comply with the highest moral and ethical standards of the business community in the conduct of business and should not engage in any acts that have the appearance of impropriety.

**Antitrust and Fair Competition**

It is Beamr's policy to adhere strictly to all applicable fair competition laws in its global operations. The following are examples of unacceptable business practices, which represent unfair competition and are prohibited:

- discussions with competitors regarding pricing, bids, discounts, promotions, profits, costs, terms or conditions of sale, royalties, warranties, production plans or inventories;
- agreements with competitors to allocate customers, suppliers, divide territories or limit production or innovation are also strictly prohibited;
- making purchases from a supplier dependent on the supplier's agreement to engage Beamr in other transactions; and
- unfair methods of competition and deceptive acts or practices.

**Anti-Kickback, Bribery**

Beamr' policy on kickbacks and bribes is clear; they are illegal and are not allowed.

**Environmental**

The Company is committed to doing business in an environmentally responsible manner. It will continually seek to assure that its operations, to the fullest extent feasible, preserve and improve the environment and protect the health and safety of Employees, customers, and communities where the Company does business.

As part of being a responsible member of the community, Beamr strongly believes in caring for the environment around its facilities. Compliance with legal requirements is only a minimal standard and the Company is committed to exceeding regulatory standards where appropriate. All

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Employees are expected to be aware of environmental issues and comply with all applicable environmental laws.

**Legal Obligations**

**Insider Trading**

In the course of business, the Company will need to announce “material” developments regarding its operations. Such material information includes potential acquisitions, earnings, new products or discoveries, product approvals, stock splits, major management changes, upcoming litigation or regulatory proceedings, and joint ventures, purchase or sale of significant assets, significant customer relationships, anticipated mergers, partnerships or divestitures, business restructuring, and other business-critical events. Investors may consider this information as important in deciding whether to buy, sell or hold Beamr’ shares or the shares of its competitors.

At the appropriate time, as decided by the Company’s Management, such announcements are made through public means, such as news releases, to ensure that all information is made available to all members of the investing community on an equal basis.

Employees are prohibited from disclosing confidential information to someone outside the Company. “Tips” to friends, relatives or others and trading as a result of this, on the Employee’s account, or by proxy, are absolutely prohibited.

Violators of securities laws are subject to severe civil and criminal punishments. Employees must exercise the utmost care in handling such material inside information to avoid legal and ethical violations, paying particular attention to the following:

- securities laws prohibit Employees from trading in securities based on material non-public (inside) information for as long as it remains undisclosed;
- Beamr’ policies prohibit Employees from trading in puts and calls of Beamr shares and those of its competitors; and
- Employees are prohibited from disclosing confidential information to someone outside the corporation.

Employees may not attempt to evade this policy by acting through any third party.

Beamr has adopted an Insider Trading Policy which is available to all the Company’s Employees. Employees are required to read this policy and adhere to it.

**Integrity**

Corporate integrity is at the foundation of the Code. All Employees are expected to record and report information accurately and honestly, whether that information is submitted to the Company or to organizations or individuals outside the Company.

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**Relation with Government Officials**

It is important that all Employees realize that the Company's relationship with government officials should be of such a nature that the integrity and reputation of the Company in the eyes of such officials be maintained.

**Confidentiality**

Every Beamr Employee is obligated to protect the Company's confidential information as well as that of its customers, users, suppliers, shareholders, fellow Employees, and third parties who disclosed information to Beamr in confidence.

It is Beamr' policy that all information developed or shared as a result of the business process is proprietary to Beamr and must be treated as confidential. Such confidential information includes pricing, financial data, research and development information, marketing and sales programs, employment records, potential contracts or ventures, customer data, and user records. It also includes internal correspondence, regulatory reports, and computer passwords or software.

Employees should be particularly careful not to inadvertently disclose confidential information through electronic media, such as e-mail, telephone voice mail, or Internet chat rooms. Any documents containing proprietary information should be so marked and should be shredded when no longer necessary or required. Information is stored in many locations and forms, such as computer drives, CD- Roms, diskettes, cellular phones, disk-on-keys and in hard copy. Employees should promptly report any loss of information to their Manager and to the Chief Financial Officer.

**Intellectual Property**

Patents, trademarks, copyrights, and trade secrets, all are considered intellectual property and are valuable corporate assets. All Employees have an obligation to protect them. This obligation continues even after an Employee leaves the services of Beamr for any reason.

Employees who develop inventions and ideas in the course of their work for Beamr are obligated to assign ownership of them to Beamr.

Most computer software is protected by copyrights. The Company's policy is to respect such copyrights and to strictly adhere to all relevant laws and regulations regarding the use and copying of computer software. Therefore, the unauthorized duplication of software, whether or not owned by the Company, is prohibited, even if such duplication is for business purposes, is of limited duration, or is otherwise accepted local practice.

Beamr' name and the name, trademark, service mark, logo or trade name associated with it or any of its products are valuable assets of the Company and may not be used by Employees for any purpose except in connection with the furtherance of the Company's business.

If any Employee has knowledge that another company is infringing any of Beamr' patents, or that Beamr is infringing valid patents of another company, they are required to promptly contact the Chief Financial Officer or the external legal counsel of the Company.



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**Removal of Equipment from the Company premises**

To protect the Company's physical assets, management approval is required for the removal of any equipment that is not designated as portable and for the Employee's use (i.e. a laptop computer) from the Company premises in order to enable use of the equipment by all of the Company's Employees.

**Corporate Records**

Every Employee records, maintains or submits some kind of information within the Company. Examples include, but are not limited to, overtime or time worked, product testing results, service reports, product order or shipment reports, financial records and expense reports.

Company documents and records (in any form or media) are part of the Company's assets, and Employees are charged with maintaining their accuracy and safety. Employees are required to record information accurately and honestly, and retain records as long as necessary to meet business objectives and comply with applicable laws and government regulations.

Financial records must accurately reflect all financial transactions of the Company. No false, artificial, or misleading entries shall be made in the books and records of the Company under any circumstances. Design and manufacturing documents must meet the internal and external requirements and support the Company's product safety relevant efforts.

False, misleading or dishonest reporting, both inside and outside the Company, is not only strictly prohibited but can lead to civil or even criminal liability. For example, falsification of expense reports or time records may be considered theft. Submission of false information to the government can, in some instances, lead to fines or imprisonment. Accordingly, information must be recorded or reported accurately and honestly.

**Conflicts of Interest**

Beamr expects the undivided loyalty of its Employees. This means that Employees should be free from any interest, influence or relationship which might conflict, or appear to conflict, with the best interests of the Company or the effectiveness of their job performance. Employees must, therefore, avoid any investment, or association, which interferes, or might reasonably be thought to interfere, with their best judgment in the performance of their job duties and other actions affecting the Company. Any Employee, who has specific questions regarding the propriety of a particular action, should speak with his or her manager.

Unless prior written approval is granted by the CEO, all Employees must avoid any personal or business influences or relationships that affect, or appear to affect, their ability to act in the best interests of the corporation.

Some situations in which Employees might encounter conflicts of interest are:

- consulting with, or employment in any capacity by a competitor, supplier, or customer of Beamr;

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- selling or representing products developed or licensed by someone other than Beamr;
- owning, directly or indirectly, a significant financial interest in any business that does or seeks to do business with Beamr, or seeks to compete with Beamr;
- employment of family members; and
- contracting with consultants, contractors, vendors or suppliers who are family members of the first degree, unless prior written approval is granted by the CEO; and
- using corporate assets, including Company time, name, information, equipment or facilities, for personal use.

**Protection of Corporate Assets**

Company assets are meant for use to enhance our business prospects. Accordingly, these assets should be used to conduct Company business and for other limited purposes only as may be approved by an Employee's manager.

**Job Accountability**

The performance of each Employee's job directly affects users, businesses and privacy, and superior performance of tasks is always expected. Each Employee is responsible for knowing and executing the responsibilities of his or her job, and is held accountable for the quality of the work he or she produces and for the accuracy and confidentiality of the applicable documentation.

**Investor and Media Relations**

It is Beamr' policy to provide open, accurate, and consistent communication with the public. To maintain the consistency and accuracy of the information, corporate spokespersons are designated to respond to all inquiries. Only these spokespersons are authorized to release information to the public at the appropriate time. Except for designated spokespersons, no Employee should respond to inquiries from the press or investors. All inquiries from the media or investors should be forwarded immediately to the Management of the Company.

All Employees, particularly those in management, are expected to conduct themselves in a manner that reflects positively on the Company in any media, including Internet chat rooms and other electronic media.

**Financial Records and Periodic Reports**

Senior financial officers will manage the enterprise transaction and reporting systems and procedures to ensure that:

- business transactions are properly authorized and completely and accurately recorded in the Company's books and records, in accordance with U.S. GAAP and established Company financial policy;

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- the retention or proper disposal of Company records shall be in accordance with established Company financial policies and applicable legal and regulatory requirements; and
- Periodic financial communications and reports will be delivered in a manner that facilitates the highest degree of clarity of content and meaning so that readers and users will quickly and accurately determine their significance and consequence.

**Human Resources**

**Employee Relations and Non-Discrimination**

Every Employee at Beamr is an important contributor to Beamr' success. We work as a team to produce quality products and services that meet or exceed quality commitments and the reasonable expectations of our customers. In so doing, the Company is committed to hiring, promoting and compensating Employees based on their qualifications and demonstrated ability to perform job responsibilities and to prevent any form of harassment. As an Equal Opportunity Employer, the Company treats all Employees fairly, without regard to age, race, national origin, religion, gender, color, condition of pregnancy, marital status, disability, veteran status and sexual orientation. Beamr firmly believes that a high-quality, diverse workforce is the key to maintaining our competitive advantage.

If an Employee believes that he or she is subject to conduct in any form which is not conducive to a productive and safe work environment, the Employee should report such condition or conduct to his or her senior manager, the office of the Chief Financial Officer and/or the Chairman of the Audit Committee.

**Harassment**

At Beamr, we expect everyone to treat each other with full respect. Basic to the relationship among Employees is the recognition of the value and worth of each Employee and the necessity to provide a working climate, free from discrimination and harassment based on age, race, national origin, religion, gender, color, condition of pregnancy, marital status, disability, veteran status, sexual orientation or any other illegal or inappropriate basis.

We will not tolerate unwelcome sexual advances, actions, comments or any other verbal or written (including e-mails, bulletin boards, internet, media or any other public or private forum) or physical conduct in the workplace that disrupts or interferes with work performance or which creates an intimidating, hostile or otherwise offensive environment. Similarly, the use of racial, ethnic or religious slurs, or any remarks, jokes or conduct that encourages or permits an offensive work environment is not acceptable.

Conduct prohibited by these policies is unacceptable in the workplace and in any related setting outside the workplace, such as during business trips, business meetings and business-related social events.

Cases of harassment should immediately be reported to the Chief Financial Officer and to the direct manager of the Employee that suffered the harassment.

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Beamr prohibits retaliation against any individual who reports discrimination or harassment or participates in an investigation of such reports. Retaliation against an individual for reporting harassment or discrimination or for participating in an investigation of a claim of harassment or discrimination is a serious violation of this policy.

**Health and Safety**

Beamr seeks to provide each Employee with a clean, safe, and healthy place to work. To achieve that goal, all Employees must understand the shared responsibilities of abiding by all safety rules and practices, taking the necessary precautions to protect oneself and co-workers, and reporting to their direct manager immediately about any unsafe conditions, practices or accidents

**Employees Privacy**

Access to personal information that relates to an Employee's employment, including medical and benefit information, is restricted to people with an appropriate business need to know. Personal information will be released outside the Company only with the Employee's written approval.

Employees who are responsible for maintaining personal information, and those who are provided access to such information, must ensure that the information is not disclosed in violation of the Company's policies or practices.

Employees should be aware that Beamr has rights of access to all Company property, including computers, and all communications, electronic mail and voicemail messages, records, and information created in the business setting and may monitor or inspect all computer documents, systems, disks, voice-mail, e-mail, and the like to assure the security of our documents and systems, and to maintain quality standards, to investigate disputed matters as required, or otherwise to further the Company's business interests.

It is prohibited for Employees to share their employment terms with other Employees, or to pressure other Employees to reveal their own.

Human Resources serves as the custodian of all employment-related information and an Employee should direct any questions or concerns regarding the dissemination of personal information to the Chief Financial Officer.

**Diversity**

Beamr is committed to providing equal employment opportunities to all Employees and applicants for employment without regard to race, color, religion, sex, national origin, age, medical condition or disability, sexual orientation, marital status or status as a disabled war veteran or any other class or status protected by law in accordance with all applicable laws. This policy applies to all policies and procedures relating to, but not limited to, recruitment, interviewing, hiring, classifying, training, promotion, demotion, discipline, compensation, benefits, termination, and all other terms and conditions of employment.

Because Beamr is committed to a work environment in which all individuals are treated with respect and dignity, a policy of non-discrimination and non-harassment is in effect and is strictly enforced. Each individual has the right to work in a professional atmosphere that promotes equal

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employment opportunities and prohibits discriminatory practices, including harassment. Therefore, the Company expects that all relationships among persons in the workplace will be business-like and free of bias, prejudice and harassment.

**Employee Communications**

Beamr encourages open communications. Free exchange of information between Employees promotes performance, teamwork, and innovation. Employees of Beamr, regardless of their geographical setting and regardless of hierarchies, are expected to pass along their ideas, suggestions, and concerns. Beamr' internal network, corporate newsletters and updates are other vehicles for Employee communications.

**Quality**

**Quality policy**

We at Beamr are dedicated to superior quality products and as the key to our success.

To achieve the highest level of quality, strict guidelines have been developed to protect everyone involved in the research and development process. No product will be released for commercial sale or use until it has satisfied applicable standards of quality.

Beamr Employees focus on continuous improvement of work activities. This includes reducing errors, defects, and waste; improving responsiveness to the customer; and improving productivity and effectiveness in the use of resources. Beamr will monitor the performance of its products and will respond in a timely manner to any product issue.

**Implementation of the Code of Business Conduct**

At Beamr, ethics is everyone's business. All managers are responsible for communicating this policy to the Employees under their supervision and the policy will be electronically available at all times. Any revisions or updates to this policy will be published periodically and appropriately distributed for inclusion in the online web-site of the Company and other appropriate locations.

**Reporting of Violations**

Any Employee having information, knowledge or suspicion of any actual or contemplated action which is, or appears to be, in violation of the Code is required to report the matter promptly to his or her manager, to the Chief Financial Officer, the Chairman of the Audit Committee or the external legal counsel of the Company and any other reporting channel established by the Company. All Employees are required to recognize the critical importance of legal compliance and the Company's commitment to ethical conduct. Failure to report a known violation of law or policy may result in disciplinary action up to and including termination. If the report is made to the Employee's manager, the manager shall promptly report the matter to the Chief Financial Officer or the external legal counsel of the Company. In some cases, Employees may report issues to the Audit Committee of the Board of Directors in writing using the external legal counsel as a channel. Employees who report an actual or apparent violation of this policy will not be subject to retaliation or reprisal from any person as a result of having disclosed the violation and any such attempt at retaliation or reprisal will result in disciplinary action up to and including termination.

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Any Employee who become aware of or suspects legal, ethical, or financial reporting violations, has a responsibility to report it immediately to his supervisor, another supervisor, or an officer of the Company, as circumstances require. If reporting to any of these individuals is not comfortable or the Employee believes the matter is serious or sensitive, then a report should be made to any of the following authorized ombudsman of the Company.

The contact information of the Company's ombudsman are:

Legal Counsel:

**Name:** Ronen Kantor, Adv

**Address:** DTKGG, 7 Metzada st,  
Beni Barak, Israel

**Tel:** +972-3-613-3371

Chief Executive Officer:

**Name:** Sharon Carmel,  
sharon@beamr.com

**Address:** Beamr Imaging Ltd., 10  
Hamanofim St, Herzeliya.

Chairman of the Audit Committee:

**Name:** Osnat Michaeli

**Email:** michaeli.osnat@gmail.com

Although the Employee (or any other whistleblower) is not expected to prove the truth of an allegation, the reporting individual needs to demonstrate to the person contacted that there are sufficient grounds for concerns. All reports can be made anonymously and will be kept as confidential as the circumstances reasonably permit, taking into consideration the legal requirements and the necessity for investigation. All reports will be reviewed and investigated promptly.

**Safeguards/No Retaliation for Good Faith Reports**

Every effort will be made to protect the whistleblower's identity. The Code encourages individuals to put their names to reports because appropriate follow-up questions and investigation may not be possible unless the source of the information is identified. Concerns expressed anonymously will be investigated, but consideration will be given to the seriousness of the issue raised, the credibility of the concern, and the likelihood of confirming the allegation from reliable sources. Good faith reporting of possible violations of law, ethics or accounting requirements will not subject an employee to any reprisal or retaliation. Harassment of, or retaliation against any employee making a good faith report pursuant to this Code, or any other person participating in any investigation in good faith will not be tolerated.

Malicious and/or knowingly false reports or allegations may result in disciplinary action up to and including termination of employment.

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**Disciplinary Action**

The Board of Directors shall determine, or designate appropriate persons to determine, appropriate actions to be taken in the event of violations of the Code. In determining what action is appropriate in a particular case, the Board of Directors or such designee shall take into account all relevant information, including the nature and severity of the violation, whether the violation was intentional or inadvertent, the extent of the likely damage to the Company and its shareholders resulting from the violation and whether the Employee has committed previous violations of the Code or other Company policy concerning ethical behavior. Violations of the rules and policies of conduct set forth in the Code may result in one or more of the following disciplinary actions, as appropriate:

- a warning;
- a reprimand (noted in the Employee's personnel record);
- probation;
- demotion;
- temporary suspension;
- required reimbursement of losses or damages;
- termination of employment; and/or
- referral for criminal prosecution or civil action.

Disciplinary measures may apply to any supervisor who directs or approves such actions, or has knowledge of them and does not promptly correct them.

**Waivers**

Any waiver of the Code made to any executive officer or director of Beamr will only be granted by the Board of Directors. Beamr will promptly disclose to its shareholders any waivers of this Code of Business Conduct made to any executive officer or director of Beamr together with the reasons for the waiver pursuant to applicable law.

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**Certificate of Compliance**

All Beamr Employees are required to fill out and sign this Certificate of Compliance. In the event you are not now in compliance, or are not certain, or believe that any part of the Statement does not pertain to you for some reason, you should discuss the matter with the Chief Financial Officer and attach a memorandum to your certificate explaining the situation.

I certify that:

1. I have received and read the Beamr Code of Business Conduct.
2. I understand and accept the statements contained therein, and that as of this date I am in compliance, and will continue to comply, with the policies set forth in the booklet, and I am not aware of any violation of this Code by any Company Employee or manager, except to the extent described in the attached memorandum of exceptions (if such memorandum is relevant).
3. I understand that the policies and practices set forth in this booklet are continually evaluated and may be amended, modified or terminated by Beamr.
4. I am aware and received information regarding the whistleblowers of the Company, which provides means for anonymous and confidential reporting regarding questionable accounting and auditing matters and violation of the Company's Code of Business Conduct.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please print or type name, department or other area of responsibility.

Name \_\_\_\_\_

NOTE: Any exception to the Certificate or variances whatsoever from the provisions of Beamr Code of Business Conduct is to be sent immediately to the Chief Financial Officer or the external legal counsel of the Company.