

CPI CARD GROUP INC.
CODE OF BUSINESS CONDUCT AND ETHICS

Directors, officers and employees (including all full-time, part-time and temporary employees (collectively referred to as the “Employees”)) of CPI Card Group Inc., hereinafter referred to as the “Company”, and its related entities, represent the Company and are expected to act in a manner that will enhance its reputation for honesty, integrity and reliability. Our Code of Business Conduct and Ethics (the “Code”) is a statement of the Company’s business practices and applies to all trustees, directors, officers and Employees of the Company. Consultants, contractors and agents retained by the Company shall conduct themselves in accordance with this Code in their activities relating to the Company. It is the responsibility of the Employee retaining the consultant, contractor or agent to ensure that they are aware of the requirements of this Code and agree to abide by it in their dealings with or on behalf of the Company.

This Code applies to all trustees, directors, officers and Employees, and consultants, contractors and agents, wherever they are based, who work (in any capacity) for or on behalf of the Company. This Code is issued with the express authority of the Board of Directors of the Company (the “Board of Directors”).

The Code will not give you an answer for every situation. Ultimately, in all that you do you should be guided by what is right by ordinary standards of honesty, decency and fairness. In addition to adhering to the Code, you must also follow other applicable policies and procedures when conducting business on behalf of the Company. Some of those policies and procedures are referenced in the Code; however, the Company maintains additional policies and procedures. You should familiarize yourself with any policy or procedure that is relevant to your obligations and responsibilities as an Employee. If you have questions, please seek additional guidance from your supervisor, manager, Human Resources Department, Chief Legal and Compliance Officer or higher levels of management.

How to Raise A Concern

Employees who speak up when they believe in good faith that the Company’s Code of Conduct has been breached are doing the right thing and are acting in line with our Company values. You are obligated to promptly report any problems or concerns or any potential or actual violation of the Code so that the Company can address issues quickly and in a trustworthy way. By raising compliance concerns, Employees help to protect themselves, their colleagues and the Company’s interests and rights.

The first action should be to raise the problem with your manager or supervisor. If that is not possible for some reason or if taking it to your supervisor does not resolve the matter, it is your responsibility to take it up the chain of management including to the Chief Human Resource Officer or any other executive officer. We encourage you to use every avenue available to you for reporting violations of the code including anonymous reporting through the CPI Ethics and Whistleblower Helpline at 1-800-461-9330 or

<https://app.convercent.com/en-us/LandingPage/24eb80b0-9cfb-e511-80c8-000d3ab06827>.

Managers and supervisors who receive reports of a possible violation of this Code must take immediate action and seek advice from Human Resources, or any executive officer on an appropriate course of action.

The Company maintains a Whistleblower Policy, which provides further information regarding the manner in which concerns may be raised, including to the chairperson of the Audit Committee of the Board of Directors (the “Audit Committee”).

Retaliation is Prohibited

The Company will not retaliate against anyone who reports in good faith suspected unethical conduct, breach of this Code or any Company policy or any violations of laws or regulations. This means that the Company will not terminate, demote, transfer to an undesirable assignment or otherwise discriminate against any person for calling attention to suspected illegal or unethical acts. This includes anyone giving information in relation to an investigation. However, the Company reserves the right to discipline anyone who knowingly makes a false accusation or provides false information to the Company.

Code of Conduct Standards

A. Compliance with Laws

The Company will conduct its business in compliance with all applicable laws, regulations and other legal requirements. We must, at all times, abide by the law and respect its intent in the best interests of the Company, our customers, suppliers, Employees and other stakeholders.

Political and charitable contributions by the Company must be made in compliance with all applicable federal, state, local and foreign laws and regulations and, to the extent legal, in accordance with (foreign) local custom. All contributions must be restricted to amounts in size sufficient to negate any impression that special consideration is sought for the Company.

If a law conflicts with a policy in this Code, Employees must comply with the law; however, if a local custom or practice conflicts with this Code, Employees must comply with this Code. If an Employee has any questions about potential conflicts, the Employee should seek assistance from his or her supervisor or other appropriate Company personnel pursuant to this Code.

B. Fair Dealing and Competition

We must not engage in anti-competitive behavior, such as agreements with competitors to allocate markets or customers, price fixing, price discrimination, tied selling or abuse of dominant position. We must deal with all customers, suppliers and independent contractors, purchasing or furnishing goods and services fairly. We must make decisions to obtain services or source materials on the basis of objective criteria such as quality, reliability, technical excellence, price, delivery and service and we must not take unfair advantage of anyone through manipulation, concealment, abuse of privileged information, misrepresentation of material facts or any unfair dealing practice.

C. Conflict of Interest

A conflict of interest occurs when an Employee's private interest (or the interest of a member of his or her family) interferes, or even appears to interfere, with the interests of the Company as a whole. A conflict of interest can arise when an Employee (or a member of his or her family) takes actions or has interests that may make it difficult to perform his or her work for the Company objectively and effectively. Conflicts of interest also arise when an Employee (or a member of his or her family) receives improper personal benefits as a result of his or her position in the Company. All Employees owe a duty to the Company to advance its interests when the opportunity arises, and no Employee may compete with the Company.

We must ensure that no conflict exists between our personal interests and those of the Company. We must not place ourselves in positions that may be perceived as giving rise to a conflict. You are required to disclose or avoid any activity or interest that may be regarded as a possible conflict with the interests of the Company. Some examples of possible conflicts include:

- Personal and Social Relationships – You must disclose personal and social relationships that could lead to a weakness, or a perceived weakness, in the Company's system of internal controls or that could otherwise be detrimental to the Company.
- Financial Interests – Employees and their families (families including spouse, children or spouse equivalent residing together) shall not own, control or direct a material financial interest in a customer, supplier, contractor, competitor, or in any business enterprise which does or seeks to do business with the Company without permission from the Chief Financial Officer of the Company or Board of Directors in the case of a member of senior management.
- Outside Business Activities – You must not engage in any outside business or activity that is detrimental to the Company. Employment with the Company is considered primary to any other employment and must not compromise the Company's interest or protection of confidential information. You are expected to spend your full time and attention performing your job during normal business hours or as contracted. If you are considering engaging in outside employment or business activities, you should talk with your supervisor and Human Resources Department.
- Outside Directorships – You must not serve as a director, officer, partner, consultant or in any other role in unaffiliated organizations, including not-for-profit organizations, if that activity is detrimental to the Company. Directorships in unaffiliated entities require the consent of your immediate supervisor or manager and the Human Resources Department and of the Board of Directors in the case of a member of senior management.
- Government and Community Relations – The Company's financial support to political organizations requires the express approval of the President and Chief Executive Officer of the Company and the President and Chief Executive Officer must report on such financial support to the Nominating and Corporate Governance Committee of the Company's Board of Directors. Employees engaging in personal political activities must

do so in their own right and not on behalf of the Company and any public support must include an adequate disclaimer. Corporate donations to charities made on behalf of the Company shall be within approved budgets.

D. Anti-Bribery and Anti-Corruption

We prohibit all forms of bribery and corruption. A bribe is a financial or other advantage (including payments, gifts, loans, rewards, benefits or favors). Corruption is the abuse of power for personal benefit. The Company and all its trustees, directors, officers and Employees must comply with the anti-bribery and anti-corruption laws of the countries in which the Company does business, including laws that, like the U.S. Foreign Corrupt Practices Act 1997 (the “FCPA”) or the UK Bribery Act 2010 (the “UKBA”), apply outside of their geographical borders.

The offenses under the UKBA are of bribing another, being bribed, bribing a foreign public official and a failure by a company to prevent bribery.

The FCPA prohibits promising, authorizing or giving anything of value, directly or indirectly, to a non-U.S. government official to improperly influence the official to win or retain business. A non-U.S. government official is defined broadly and can be any official or employee of any non-U.S. government department, agency or state-owned company; officers or employees of public international organizations (such as the United Nations); any non-U.S. party officials or political candidates.

Third Parties

The Company may be responsible for the actions of those acting on our behalf. It is therefore important to select those persons and entities carefully and to ensure that they are properly monitored while doing business for us.

Gifts and Hospitality

We can engage in bona fide, proportionate and reasonable corporate hospitality and promotional or other business expenditures for legitimate reasons (including seeking to improve the image of the Company or presenting the Company’s products or services). However, you must be sensible when engaging in corporate hospitality, or in providing or accepting gifts (including tickets to sporting, recreational or other events, or meals) when concerned with the Company’s business. We must refrain from giving or receiving gifts, or providing or being invited to corporate hospitality events, that are intended to influence, or could appear to influence any business decisions in the Company’s favor or gives rise to a perception of impropriety. We must also comply with the gift-giving policy of the intended recipient, where applicable.

Generally, a gift with a value in excess of \$200, in each instance or as an annual aggregate, should be considered very carefully and discussed with your supervisor or manager in the first instance.

E. Confidential Information

- Confidential Information – In the course of employment, we may have access to information that is non-public, confidential, privileged, or of value to competitors of the Company or that may be damaging to the Company if improperly disclosed. We may also have access to the confidential information of companies with which the Company does business. We must protect the confidentiality of information concerning the Company and its business activities as well as that of companies having business dealings with the Company. You must not discuss or pass on such information to anyone other than other Employees, or external professionals or consultants engaged by the Company who are authorized to receive such information, and you must not use such information for personal benefit or against the interests of the Company. Employees who leave the Company have an ongoing obligation to keep such information confidential.
- Confidential information includes reports, analyses, intellectual property, computer software, confidential corporate information (such as financial projections and details of proposed projects), confidential information obtained, prepared or developed by Employees or contractors relating to the Company's business and all confidential information received from third parties with whom the Company transacts business.
- Insider Trading – Insider trading may occur when you know material non-public information about any entity with which the Company has a business relationship, and you trade that entity's securities, such as stocks or bonds, while in possession of that information or tell others about it before it is made public. Securities laws prohibit insider trading and prohibit any employee from informing another person of any "material non-public" or "insider" information which has not been generally disclosed to the public ("tipping"). Circumstances suggesting the possibility of insider trading can result in an investigation by a stock exchange or by governmental authorities. Such an investigation could damage the Company's brand and reputation and result in liabilities or penalties, including criminal charges and fines against the individual employee.

"Material" refers to information that could affect the price of the security or information that an investor could consider important in deciding whether or not to buy or sell that entity's stock or securities. Examples of material non-public information include, but are not limited to, plans to issue securities, sharp changes in earnings patterns, changes in material contracts, changes in key management employees and mergers and acquisitions.

We must scrupulously avoid using, sharing or disclosing material non-public information about any entity with which the Company does business. If in doubt, seek guidance from your manager or the Chief Legal and Compliance Officer.

The Company maintains an Insider Trading Policy which is applicable to all Employees that governs trading in the Company's securities.

- Information Privacy – In addition to information about the Company and companies that we do business with, some employees may have access to personal information about co-workers, vendors, suppliers and customers. This information must be kept confidential and communicated only to other Employees, or external professionals or consultants engaged by the Company who need to know.

The Company maintains a Consumer Information Policy which is applicable to all Employees regarding the protection of personal information provided to us by our customers.

Nothing in this section prohibits Employees from reporting suspected violations of the law to the Securities and Exchange Commission (“SEC”) or other government agency.

F. Protection and Proper Use of Corporate Assets and Opportunities

We are responsible for protecting the Company’s assets, including establishing and maintaining appropriate internal controls to safeguard its assets against loss from unauthorized or improper use or disposition.

The Company’s resources include company time, materials, supplies, equipment, information, electronic mail and computer systems. These resources are generally only to be used for business purposes. Limited personal use of these assets is allowed. However, since excessive personal use can be costly and impact profitability, we are expected to use good judgment. We must use the Company’s assets and resources responsibly and for legitimate business purposes.

No Employee may use Company assets, property, information, or position for improper personal gain (including for the gain of family members or friends), and no Employee may compete with the Company directly or indirectly.

- Maintaining Accurate Financial and Business Records – Keeping accurate and reliable records is crucial to maintaining investor trust in the Company’s business, making good business decisions and meeting regulatory requirements. Investors rely on accurate and easily comprehensible information to understand our financial results and our business direction. Misstating information can carry serious criminal and civil fines and penalties and reputational harm for the Company and personal criminal liability for Employees. The Company is committed to recording, processing, analyzing and disclosing financial information accurately and in accordance with legal and ethical business laws, including all applicable securities laws, rules and regulations regarding financial and non-financial reporting. We also strive to ensure that this information is secure, and readily available to those with a need to access it.

Financial records include payroll, travel and expense reports, e-mails, accounting and financial data, measurement and performance records, electronic data files, and all other records maintained in the ordinary course of our business. All company records, including information collected from Employees for business purposes, must be complete, accurate

and reliable in all material respects. There is never a reason to make false or misleading entries.

To ensure complete, accurate and reliable company records, you must refrain from undertaking the following activities:

- Maintaining undisclosed or unrecorded funds or assets for any purpose.
- Making, or asking others to make, false, misleading or artificial entries on an expense report, time sheet or any other report or questionnaire.
- Giving false quality or safety results.
- Recording false sales or recording sales outside of the time period they actually occurred.
- Understating or overstating known liabilities and assets.
- Delaying the entry of items that should be current expenses.
- Hiding the true nature of any transaction.
- Providing inaccurate or misleading information for company benefit programs.

Reporting accurate, complete and understandable information about our business, earnings, and financial condition is an essential responsibility for each of us. We must ensure the following behaviors in our day-to-day activities:

- Comply with our records management policies and retention schedules for all business records (paper or electronic).
- Follow established corporate retention requirements before we dispose of any business record.
- Make open and full disclosure to, and cooperate fully with any audit or review of our company's financial statements.
- Review all expenses submitted by our team members and ensure they are accurate and truthful before approving them.
- Maintain books, accounts and records according to GAAP and record transactions in a timely manner.

Additionally, you have the responsibility to immediately raise a concern pursuant to this Code in the event of the following circumstances:

- You have reason to believe that any of our company's books and records are being maintained in a materially inaccurate or incomplete manner.
- You are being pressurized to prepare, alter, conceal or destroy documents in violation of our company policy.
- You believe someone has made a misleading, incomplete, or false statement to an accountant, auditor, attorney or government official in connection with any investigation, audit, examination or filing with any government agency or regulatory body.
- You become aware of fraud in any amount, or suspect fraud or become aware of allegations of fraud committed by anyone.

Reporting Integrity – Each Employee who contributes in any way to the preparation or verification of the Company's financial statements and other financial information must ensure that the Company's books, records and accounts are accurately maintained. All Employees who are involved in the Company's disclosure process must be familiar with and comply with the Company's disclosure controls and procedures and its internal control over financial reporting, take all necessary steps to ensure that all reporting and communications about the financial and business condition of the Company provide full, fair, accurate, timely and understandable disclosure and cooperate fully with the Company's accounting and internal audit departments, as well as the Company's independent public accountants and counsel.

The Company maintains a Disclosure Controls and Procedures Policy that is designed to ensure complete, accurate and timely public disclosures and an External Communication and Regulation FD Policy that addresses the Company's communications with investors and analysts.

The Audit Committee of the Company's Board of Directors ultimately reviews concerns regarding questionable accounting, internal financial controls (including internal accounting controls) and auditing matters and has established a procedure set forth in the Company's Whistleblower Policy to allow for confidential, anonymous submission of concerns by Employees. All such concerns will be investigated consistent with the investigation procedures established by the Audit Committee.

Entry into Financial Instruments – No Employee shall enter into financial instruments such as hedges and derivatives (including natural gas, metals or other commodities, foreign exchange, interest rate, to name a few) on behalf of the Company without the express approval of the Audit Committee of the Board of Directors. Such instruments could result in substantial risk and loss for the Company, and as such unauthorized entry is prohibited. The Company will take immediate and appropriate action up to and including termination of employment, claims for reimbursement of losses or damages and reference to criminal authorities.

Use of Internet and Email – We are all responsible for information security. We must be aware of information security processes and policies and take steps to reduce the risk of security breaches. We must follow all policies and procedures related to the protection of information and information resources, including network access and appropriate use of the Internet, e-mail and social media outlets. We must not let personal use of information system technologies interfere with business activities or incur unnecessary cost and we must not use the Company's computer resources to view, retrieve or send messages or material that are pornographic, violent, hate- related, bigoted, racist or otherwise offensive or illegal, or that violate the Company's policies on antidiscrimination, harassment or protection of confidential information.

The Company maintains a Social Media Policy that applies to all Employees and individuals working on behalf of the Company regarding all social media activities, whether for business or personal use.

In protecting the Company's resources, the Company reserves the right to periodically monitor access and contents of the Company's computer systems and networks. You should not assume you have any right to privacy of electronic data or other information residing on the Company's computer resources, including the email system.

Records Retention – The Company's integrity can be seriously questioned if records are not retained for the appropriate length of time or are not disposed of properly. Failure to retain records for the required amount of time places us at risk for possible penalties, fines and other sanctions. It could also put the Company at a serious disadvantage in any litigation. We must manage our business records in accordance with applicable procedures and not knowingly destroy, alter, or falsify records in order to impede any pending or potential internal, civil or government investigation or proceeding.

Intellectual Property – The obligation to protect Company assets includes the Company's proprietary information. Proprietary information includes intellectual property such as trade secrets, patents, trademarks, and copyrights, as well as business and marketing plans, engineering and manufacturing ideas, designs, databases, records and any nonpublic financial data or reports. Unauthorized use or distribution of this information is prohibited and could also be illegal and result in civil or criminal penalties. Reproducing, distributing or altering any intellectual property subject to copyright, whether owned by the Company or a third party, without the permission of the copyright owner is unauthorized use and constitutes illegal copyright infringement. Inventions, discoveries, and copyright material, made or developed by Employees in the course of, and relating to, their employment with the Company, are the property of the Company unless a written release is obtained or covered by contract.

G. Health, Safety and Environment

The Company is committed to providing a safe and healthy working environment and protecting the environment with standards and programs that meet or exceed industry standards and applicable government codes, standards and regulations in all jurisdictions in which it does business.

We must comply with all applicable environmental, health and safety laws, regulations, permits and other requirements, follow work instructions or procedures on environmental, health and safety laws, regulations and risk management, and apply our training to protect others, the environment and ourselves. You must promptly report to your supervisor or other appropriate people all environmental, health and safety incidents. The Company maintains a Corporate Wide Safety Plan (CSP) which is the guiding document to carry out the Company's Safety Policy and provides details regarding the Company's standard operating procedures and continuous improvement related to health and safety.

The Company will not tolerate workplace violence or threatening behavior. Employees who observe or experience any form of violence or threatening behavior should immediately report the incident to their supervisor, manager, the Human Resources Department, or another member of management.

While working on Company's behalf, Employees should be fit to perform their duties and not under the influence of alcohol or drugs. As part of the Company's commitment to maintain a safe, drug and alcohol-free workplace, the Company maintains a Drug & Substance Abuse Policy that applies to all Employees and applicants seeking employment with the Company.

H. Employment Practices

The Company is committed to a workplace environment where Employees are treated with dignity, fairness and respect. We all have the right to work in an atmosphere that provides equal employment opportunities and is free of discriminatory practices and harassment. By supporting a diverse workforce, we can ensure the Company attracts, develops and retains the most qualified people available.

- Discrimination – The Company does not discriminate against any person on the basis of age (40 and over), color, disability, gender identity, genetic information, military or veteran status, national origin, race, religion, sex, sexual orientation or any other applicable status protected by state or local law with respect to any offer, term or condition of employment. We make reasonable accommodations to the known physical and mental limitations of qualified individuals with disabilities.
- Harassment – Any form of harassment or any other conduct that interferes with an individual's work performance or creates an intimidating, hostile, or offensive work environment will not be tolerated. Harassment covers a wide range of conduct, from direct requests of a sexual nature to situations where offensive behavior (for example, insults, offensive jokes or slurs or offensive material in the workplace) results in a hostile work environment. We must do our part to ensure a safe and secure workplace in which Employees can perform their duties without fear of harassment.

If you feel the you or someone else is being harassed or discriminated against, you should contact any of the resources listed in Section A. How to Raise A Concern. The Company will promptly investigate your concern and take appropriate action if harassment or discrimination is determined to have occurred. All Employees are expected to cooperate in any investigation. Reporting is subject to the Company's Whistleblower Policy and the Company prohibits retaliation against any Employee for filing a complaint or for assisting in a complaint investigation.

I. Human Trafficking and Slavery

We strive to ensure all human rights are upheld for our Employees and all workers in our supply chains. We are committed to ensuring there is no child labor, slave and forced labor, or human trafficking in our supply chains or in any part of our business. We do not use forced or involuntary labor of any type. We observe applicable laws regarding the employment of minors. We expect our Employees and suppliers to operate in conformity with these values.

The Company maintains a Statement on Efforts to Combat Human Trafficking and Slavery in Our Business and Supply Chains, and a Supplier Code of Conduct, which more fully provides the Company's position as to our own practices and obligations, as well as those that we expect of our suppliers.

Compliance with the Code

We must comply with all aspects of the Code and support others in doing so. In the event of a violation of the Code, Company policies and procedures or any of the laws that govern the Company's business, the Company will take immediate and appropriate action up to and including termination of employment, claims for reimbursement of losses or damages and reference to criminal authorities.

Waivers of the Code

A waiver of the Code for executive officers or directors may be made only by the Board of Directors or by a board committee acting on behalf of the Board of Directors and will be disclosed to the extent required by the law and the applicable Nasdaq rules. A waiver of the Code for all other Employees may be made only by the Company's Chief Executive Officer.

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