Responsible marketing and communication policy

Version control table

Version Number	Date	Comment
01	05/02/2025	Approved by CEO
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Introduction

Evoca Group is committed to operating responsibly, placing sustainability principles at the core of its activities. This commitment is reflected in the Group's marketing and communication activities.

In line with its Code of Ethics and its Diversity, Equity and Inclusion Policy (DEI), the Group promotes transparent, accurate and responsible communication. The Group operates in compliance with all applicable laws and regulations governing advertising and marketing communications in the markets where it is present, ensuring transparency and integrity.

Purpose and scope

This Policy establishes clear guidelines to ensure fair and responsible marketing and communication activities, with particular attention to textual, visual and multimedia content distributed through online and offline channels.

The Policy promotes ethical behaviours, values diversity, supports gender equality, multiculturalism and the inclusion of people with disabilities, and fosters transparent and responsible communications. By adopting these principles, the Group aims to build trust, pursue operational excellence and create value for stakeholders in the markets where it operates.

This Policy applies to all marketing and communication tools and includes content produced and/or used by Group companies and external partners acting on its behalf to promote the image of its brands, products and services through online and offline channels.

Governance

The Group Marketing Department is responsible for integrating this Policy into Evoca's processes, ensuring its implementation and compliance. Additionally, it defines the applicable procedures, informs local marketing offices and representatives, and carries out all activities necessary to promote corporate awareness of the principles contained in this Policy.

Principles

Ethical marketing practices

All claims and statements made in communications must be fully supported by reliable and verifiable data.

Marketing communications shall be truthful, accurate and balanced, and shall not be misleading, either by content, omission or presentation.

Advertising across all communication tools adheres to principles of truthfulness, clarity, and respect. Information is presented in a fair and proportionate manner, enabling customers and stakeholders to make

informed decisions regarding Evoca's products and services.

The Group refrains from denigrating competitors, specific product categories, or any other stakeholders in the markets where we operate. It promotes its brands and products in a manner that is respectful and fair to others in the industry.

The Group is committed to ensuring that all product-related claims, including performance, health, environmental or sustainability claims are factually accurate, verifiable and supported by appropriate evidence at the time of communication. Marketing communications shall not include statements, claims or implications that cannot be substantiated through reliable data, recognised methodologies or documented assessments, nor shall they overstate product benefits or characteristics.

The Group avoids using content that closely imitates or infringes upon protected works or trademarks. This includes respecting intellectual property rights and ensuring that our creative materials are original and free from legal or ethical conflicts.

Transparency and identifiability

The Group is committed to ensuring that marketing and promotional communications are clearly identifiable as such, irrespective of the channel, format or medium used.

Marketing content shall not be presented in a manner that could reasonably mislead recipients into perceiving it as independent editorial content, market research, or user-generated material. Where marketing messages appear alongside editorial or informational content, appropriate disclosures or labelling shall be applied to ensure transparency.

The Group does not engage in covert or disguised marketing practices, including undisclosed product placement or promotional activities that may obscure the commercial intent of the communication.

Diversity and inclusion

Marketing and communication materials should be culturally sensitive, avoiding offensive or inappropriate language, visuals or messages. Content is tailored to respect regional and cultural contexts.

Sustainability

Advertising and communications highlighting Evoca's sustainability efforts provide clear, accurate, and transparent information about the environmental properties or benefits of a product and actions taken to promote environmental protection. Environmental features are disclosed precisely and presented accurately.

Environmental claims avoid exaggeration and ambiguity. They refer to specific aspects or phases of the product's life cycle, are supported by solid scientific evidence and appropriate methodologies, comply with applicable laws and regulations, and are easily understood by customers or any other audiences.