

Responsible Marketing and Communication Policy

Version control table

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01	05/02/2025	Approved by CEO



Evoca Group is committed to being a responsible company, with a strong focus on sustainability. This commitment extends to our promotional and marketing communications.

In line with our Code of Ethics and Diversity, Equity and Inclusion (DEI) Policy, we ensure that we promote and communicate responsibly. We operate in compliance with all applicable laws and regulations regarding advertising and marketing communications in the markets where we are present, ensuring the highest levels of transparency and integrity.

Purpose & Scope

Our Responsible Marketing and Communication Policy provides clear guidelines to ensure fair and responsible marketing, with particular attention to the textual and visual content used in both online and offline communications. It promotes ethical behaviours, values diversity, fosters gender equality, multiculturalism, and the inclusion of people with disabilities, and ensures transparent and responsible communication. By adopting these principles, we aim to build trust, achieve operational excellence, and positively influence all stakeholders in the markets where we operate.

Our policy applies to all marketing and communication tools, encompassing all content produced and/or used by Evoca Group entities and their external partners to promote the image of brands, products, and/or services across all channels, both online and offline.

Governance

The Group Marketing Department is responsible for integrating this policy into Evoca's processes and ensuring its implementation and compliance. Additionally, the department is responsible for establishing procedures, informing local marketing departments or representatives, and carrying out any other activities to raise awareness within the company regarding the principles outlined in this policy.

Principles

Ethical Marketing Practices

All claims and statements made in our communications must be fully supported by reliable and verifiable data. This ensures that the information we provide is accurate and trustworthy, helping to build credibility with our audience.

Advertising across all communication tools adheres to principles of truthfulness, clarity, and respect. It is important that our messaging is non-misleading and transparent, fostering a positive relationship with our customers and the public.

Our advertising refrains from denigrating competitors, specific product categories, or any other stakeholders in the markets where we operate. We promote our brands and products in a manner that is



respectful and fair to others in the industry.

We avoid 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.

Diversity and Inclusion in Marketing and Communication

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.