



26 November 2024

MARKETING POLICY

Olvi Group

PURPOSE AND SCOPE

The purpose of Marketing Policy is to ensure that Olvi Group's business operations and business development are managed taking into account marketing objectives and that all material impacts, risks and opportunities related to marketing are managed in an appropriate way. Megatrends, stakeholders' expectations and the company's strategy are reflected in the objectives. The policy describes the minimum requirements for external marketing for all Olvi Group's brands. In addition to marketing, marketing ethics also apply to sponsorship activities.

This policy complements the Group's Code of Conduct and other related Group policies. The policy applies to the management and employees in all Olvi Group companies. The minimum requirements of human rights for Olvi Group's business partners are addressed in our Code of Conduct for Partners.

COMMITMENTS

Olvi Group's marketing and advertising is carried out in accordance with industry approved operating models and ethical guidelines. In the marketing of all products, Olvi Group complies with self-regulation as well as the industry's common guidelines, such as those issued by national federations of the brewing and soft drinks industry, the Brewers of Europe, Unesda, and the European Cider and Fruit Wine Association (AICV).

We aim to have zero marketing cases that violates the principles of responsible marketing. If violations occur, we investigate them thoroughly and develop our operations to ensure that similar cases do not happen in the future.

OBJECTIVES

Our marketing is guided by the following state of will:

Ethical and respectful marketing

We market our products according to ethical guidelines and respecting human rights. Our marketing does not intend to insult anyone. We promote diversity and do not allow discrimination based on gender, age, ethnic background, race, colour, sexual orientation,

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disabilities, political opinions or religious convictions, national extraction or social origin or another corresponding reason in our marketing. We avoid the use of offensive and insulting stereotypes.

Responsible consumption

We are committed to promoting a culture of responsible and moderate drinking in all our operations. We acknowledge that excessive sugar products, alcohol or energy drink consumption are harmful to health. To promote moderate consumption habits, we focus on increasing non-alcoholic and low alcohol products, in addition to sugar-free and low-sugar products. We also support moderate consumption of both non-alcoholic and alcoholic products by adding smaller sizes for packaging.

We take measures to promote a culture of moderate and responsible drinking. Advertising does not show binge drinking, nor idealise people who consume vast quantities or who drink as fast as possible.

We aim to organize activities to support responsible alcohol consumption in each of our countries of operation annually. We also cooperate closely with national and international operators and organisations for the promotion.

Appropriate behaviours

We want to ensure that our marketing do not encourage consumers to behave in inappropriate ways. Alcohol consumption is never linked to traffic or motor vehicles and other unsafe situations. We never suggest that alcohol contributes to sexual or social success, such as popularity or confidence. Alcohol is not marketed on the basis of its inhibition-removing effects nor does alcohol marketing show or glorify violence or otherwise aggressive behaviour. In addition, our advertising does not show anti-social drinking.

Responsible consumer information

We want to ensure that product packages and Group companies' websites provide clear and transparent information to consumers. Most of our products include a list of ingredients and

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nutritional information, and we focus on increasing the transparency of these. We mark clearly the products containing alcohol.

Most of our alcohol products have warning labels that prohibit drinking while underaged, pregnant or driving a car. Energy drink packaging contains use information, such as warnings for specific vulnerable groups. In addition to these, our products may include other voluntary sustainability-related information. We provide information on recycling and emphasize environmentally conscious behaviour also through other communication to consumers.

Truthful and accurate messages

We provide true and fact-based messages and do not make any unsubstantiated product claims. It is made sure that marketing communications is clearly distinguishable from other content.

Focus on the right target audiences

In digital channels, alcohol products are advertised only in contexts in which at least 70 per cent of the target audience is assumed to be over minimum legal drinking age by each country. The people shown in advertisements must be aged 25 or older. If advertisements include cartoon characters, they may not be especially appealing to children. Nor may marketing materials be especially appealing to children. Olvi Group does not tolerate alcohol consumption among minors, nor the selling or supplying of alcohol to minors.

Olvi Group's soft drink advertising does not target children aged less than 12. This applies to the print media, the internet and TV, but not to the product itself or its packaging. If at least 35 per cent of the target audience of media channel is, or may be assumed to be, less than 12 years of age, Olvi Group will not advertise any beverages in the context. The message and content of advertising may not be assumed to be particularly appealing to children aged less than 12, unless such advertising promotes physical activity amongst children in general. Soft drink advertising does not show or glorify violence or otherwise aggressive behaviour. Energy drink advertising is targeted to over certain age based on national regulations.

In soft drinks, the product may be aimed at consumers less than 12 years of age and, in this case, the packaging may have been designed with the said consumer group in mind. The product's sole

advertisement is the product itself, the store presentations concerning it and handing out products, related to events. Products of this kind may not be advertised or marketed.

FEEDBACK

We offer consumers various channels to give feedback. This feedback is taken into account when developing operations. In addition, consumers have the possibility to express any concerns related to ethical non-compliance via our Whistleblowing channel.

MANAGEMENT AND RESPONSIBILITIES

Approval date: 26 November 2024 / Version 1.0

Policy owner: Group Business Development Director

Approving body: Group Chief Executive Officer

RELATED POLICIES AND GUIDELINES

- Product Policy
- Human Rights Commitment
- Sustainability Policy