



Responsible Marketing Policy



Introduction

We are committed to understanding and respecting the needs of our consumers and striving to earn their trust through everything we do. We inform our consumers of new or improved products through marketing and advertising across many voice, print and digital channels. As part of our mission to improve people's lives, we aim to ensure that our marketing and advertising is socially responsible, in line with our values of diversity and inclusion and does not exploit the vulnerabilities of any individuals or groups.

In order to articulate our commitment to responsible marketing and advertising, we have formulated a Fair Marketing Policy for use by all those involved in marketing and advertising throughout the Strauss Group in Israel, including external media partners who support such activities. The Policy defines guidelines and recommended actions for fair and responsible marketing and advertising and includes specific instruction regarding advertising to children, who are particularly vulnerable to marketing messages.

Our Strauss Group Responsible Marketing Policy describes the way we put our commitment into practice, serving as a statement of commitment from Strauss Group's management and senior executives, a guideline for our marketing and communications teams, and a promise to our employees, business partners, suppliers and all others we interact with.

Scope

The scope of our Responsible Marketing Policy covers Strauss Group Marketing and Advertising Departments in all Strauss companies and extends to external media partners who support us by providing media opportunities for marketing and advertising.

Details

Responsible and Fair Marketing and Advertising to Children

- **Advertising to children:** Strauss Group does not directly target children under the age of 16. We do not advertise on media in which at least 35% of the target audience are children aged 0-16, or on media or digital channels that are directed to children, or at children's television viewing times. While Strauss Group does not always enjoy full control of paid advertising reach, we commit to taking all reasonable measures to prevent our marketing content unintentionally reaching children under 16.
- **Distribution of marketing materials:** We do not distribute marketing materials in or near schools, or market or advertise in the informal education system (community centers, youth movements, sports associations, religious schools etc.).
- **Promotional activities:** We prohibit gifts of any kind to children under the age of 16 in the form of an "insert" as a means to promote product sales and we refrain from promotional activities that are specifically directed to children under 16.
- **Respecting parental authority:** We do not take advantage of children's imagination or inexperience or undermine their parents' authority through marketing messages.
- **Respecting inclusion:** We do not allow gender segmentation of products through physical properties such as colors (blue for boys, pink for girls, for example) or other elements. Use of licensed characters is carefully reviewed to avoid gender or other stereotyping.
- **Employing children:** We refrain from the employment of children or teens for advertising purposes and from compensating minors with perks and benefits, including via subcontractors.

Transparent labeling

- Our products are clearly and comprehensively labeled, beyond legal requirements where relevant, and always display accurate information regarding the nutritional value of our products, so that consumers can make informed choices.
- Whenever a change is made in the composition of a product, we include clear information on these changes on our packaging.
- We comply with Product Labeling Laws in all the markets in which we operate, and where product packaging permits, we increase the size and content of our labels for increased ease of accessibility of critical information for consumers.

Ethical, Truthful and Responsible Communication

- **Transparency:** We use clear marketing communications that do not mislead consumers. Product pictures on packaging reflect the product as accurately as possible. We make the boundary between content and commercial promotion clear and always identify commercial content as such.
- **Authenticity:** Our marketing communications use real people, rather than characters, to the greatest extent possible. We do not work covertly with influencers or YouTubers.
- **Inclusion:** Our messages encourage human diversity in all forms, and we avoid content that encourages extreme thinness, the glorification of beauty or includes sexual messages. We take care to avoid offending individuals or groups through our marketing and advertising content. We avoid politically sensitive topics in our marketing such as failure to protect the environment, racism, social exclusion etc.
- **Honest claims:** We always communicate about our products and their ingredients honestly and accurately. We do not make misleading comparisons between our products and other food products.
- **Healthy lifestyle:** Our marketing communications encourage a balanced diet via several platforms, such as dedicated internet content that provides target audiences with relevant information and tools for making smart and balanced food choices. We encourage balanced consumption.

Consumer Data Privacy

We conform to Strauss Group's Data privacy rules and policies covering all aspects relating to the collection and use of information of Strauss consumers. We ensure that we will act transparently, protect and secure the data, respect the rights of our consumers and verify compliance with all legal requirements. For further information, please review the Strauss Group Data Privacy Policy.

Compliance

We constantly work to comply, and exceed when possible, with all applicable laws and regulations in all the markets in which we operate. We establish and maintain appropriate compliance programs to ensure management and employees' involvement in, and oversight of Responsible Marketing, and allocate appropriate resources to address required actions.

As part of compliance programs, all individuals are encouraged to report any instances of marketing or advertising that violate the elements stated in this Policy. All reports may be directed to Strauss Group's Communications Department.

The Chief Marketing Officers of each Strauss Group companies are responsible for compliance with all responsible marketing content creation and distribution, reporting directly to the Chief Executive Officers in each company.

Oversight of marketing legal compliance is provided by the Strauss Group legal team.

Communication

This Policy is available to Strauss Group employees through our internal internet portal and externally on our corporate website.