



Global Responsible Marketing Policy

Approved by the Management

This is a summary version of Probi's internal policy. This document only presents the main objectives of the policy.

The **Probi Global Responsible Marketing Policy** outlines the company's commitment to ethical, transparent, and sustainable marketing practices in alignment with Environmental, Social, and Governance (ESG) principles. Key points include:

1. Scope and Purpose:

- The policy applies to all employees, contractors, and third-party partners involved in marketing Probi's products globally, ensuring integrity, transparency, and sustainability in all marketing efforts.

2. Transparency and Accuracy:

- Marketing communications must be truthful, fact-based, and supported by scientific evidence. Limitations of products are disclosed to help consumers and business partners make informed decisions.

3. Responsible Marketing:

- Probi opposes off-label marketing and promotes products only for approved uses. The company avoids deceptive marketing practices.

4. Ethical Consumer Engagement:

- Marketing respects consumer autonomy and avoids manipulative or coercive tactics. Probi's materials are culturally sensitive and refrain from exploiting stereotypes or vulnerable populations.

5. Environmental Responsibility:

- Probi aims to minimize the environmental impact of marketing activities by reducing paper use, promoting digital communication, and using sustainable materials. The company also supports initiatives on environmental conservation.

6. Social Responsibility:

- Probi engages in public health initiatives, such as educational campaigns about probiotics and healthy lifestyles. It respects consumer privacy and adheres to data protection regulations.

7. Governance and Compliance:

- Marketing activities comply with relevant laws, regulations, and industry standards. Internal reviews ensure adherence to this policy and Probi's ESG commitments.

8. Stakeholder Engagement:

- Probi actively engages with stakeholders, seeking feedback and building relationships based on trust and transparency.

9. Continuous Improvement:

- The company is committed to regularly updating its marketing practices and policies to meet evolving standards, stakeholder expectations, and regulatory requirements.

This policy reinforces Probi's dedication to ethical, sustainable marketing that benefits both its stakeholders and society.