
Arçelik

**Global
Responsible
Marketing and
Advertising Policy**

As a global company, Arçelik ensures that all advertising and marketing activities are managed with a sense of responsibility outlined in its Global Code of Conduct. Arçelik employs various channels to share the benefits of its products and services in an honest, realistic, and transparent manner by observing the laws and regulations of each country it operates in.

Arçelik takes the necessary steps to prevent human right violations that stem from unlimited expectations of certain lobbying groups. To that end, across all its global operations and for any of its brands, Arçelik declares that it will not be involved in any **Marketing and/or Advertising** activity that does not honor the principles of dignity, responsibility, and transparency as per its Global Code of Conduct. Accordingly, this Policy shares the accompanying principles with the public.

Purpose:

This Global Responsible Marketing and Advertising Policy has been established to define the working methods and principles of Arçelik's global marketing practices and advertisements for all of its brands in line with the principles of honesty, fairness, transparency, and responsibility, and to implement global standards in all countries where it operates, even if it is not required by law.

Scope:

This Global Responsible Marketing and Advertising Policy applies to all Arçelik affiliates, brands, marketing and advertising efforts to promote products and services, and collaborations with third parties in relation to these activities.

This scope covers the brand names, packaging and labeling, consumer research, television, radio, printed and digital media publications, all promotional activities, and advertising organizations related to the activities of Arçelik and/or agencies it works with.

General Principles:**Responsible Marketing:**

- Arçelik undertakes to be honest, fair and transparent in all of its marketing and advertising activities in accordance with the law and our way of doing business specified in the Global Code of Conduct.
- Arçelik carries out all marketing communications with a sense of responsibility toward consumers, society, the planet, the industry, and its competitors.
- The first condition for a product to be marketed and advertised is to fulfill quality and safety standards. Arçelik does not perform marketing or advertising for any product without ensuring that it meets Arçelik's safety and quality expectations and that it will benefit consumers. Arçelik products are put through various stages of assurance, from design to content, packaging, after-sales, quality, and compliance with the standards.

- Arçelik's marketing activities are for sales and promotion purposes only. Arçelik does not use these activities to create unexpected or misleading perceptions.
- Arçelik does not mislead its consumers by exaggerating the value and benefits of its products and services. Arçelik does not present fraudulent or heavily manipulated analyses or exaggerated analytical data and references. Arçelik presents data transparently and clearly in a way that consumers can understand. Arçelik does not use false or misleading information.
- Arçelik is unique in all its marketing and advertising activities. Arçelik aims to be innovative and unique in its marketing and advertising efforts.
- Arçelik does not send emails, makes phone calls or engage in other marketing methods without the consumer's consent as per its Global Data Privacy Policy. Arçelik manages the data of its consumers in accordance with data privacy, data management, proper storage of data, transparency and all other legal regulations and internal policies related to data. Arçelik shares all its policies regarding consumer data on a platform that is easily accessible, and informs its consumers accordingly.

Diversity and Inclusion

- Arçelik considers diversity and inclusion to be the most important prerequisites in all of its marketing and advertising activities in harmony with its Global Human Rights Policy and Global Anti Discrimination and Anti Harassment Policy. Arçelik does not take part in and does not allow any communications that may be considered as discrimination based on religion, language, race, gender, belief, or other grounds. Arçelik respects cultural differences and avoids hate speech.
- Arçelik carries out egalitarian advertising and marketing activities in all countries where it operates to support gender equality. Arçelik does not engage in marketing and advertising activities that will reinforce stereotypical or unequal social roles.
- Arçelik does not use the disadvantages experienced by any individual or any segment of the society for marketing and advertising purposes.
- Arçelik respects human rights, employees' rights, children's rights and universal rules in its advertising and marketing activities.
- Arçelik avoids any communication that may adversely affect the physical, mental, or psychological development of children.
- Arçelik does not define ideal standards for beauty, family, etc. Arçelik does not create the perception of an ideal profile for any role in society.
- Arçelik values individual differences and avoids depicting demographic groups.

- Arçelik does not include disturbing or sensitive images and messages in any of its marketing and advertising activities and materials.

Fair Competition

- Arçelik supports fair and lawful competition under its Global Competition Law Policy. Arçelik respects all of its competitors.
- Arçelik and its employees are obliged to observe all fair and legal competition practices while conducting business.
- Arçelik always uses positive messages instead of fearful and negative ones, even under extraordinary circumstances (pandemic, etc.).
- Arçelik does not hesitate to share with its competitors the technologies and products (respirators, microfiber filters, etc.) developed for the sustainability of humanity and the planet.

Environmental and Social Impact

- Arçelik does not engage in any marketing activity that may be perceived as impact washing (*any marketing claim about a product triggering a change in the real economy that cannot be supported by evidence*) or greenwashing (*conveying a false impression or providing misleading information about how a company's products are more environmentally sound*). Arçelik does not make misleading claims for its own benefit.
- Arçelik never loses its grip on reality. Arçelik does not make any claims in its advertisements without concrete evidence.
- Arçelik does not exaggerate the positive impact of any product or service to gain a marketing advantage.
- Arçelik produces sustainable solutions by considering its environmental impact in advertising and marketing activities. Arçelik comes up with sustainable solutions for the whole process, from energy and material use to waste management. Arçelik supports eco-friendly marketing activities and advertisements with reduced ecological footprint.

Implementation and Monitoring

- This Policy has been published by the Arçelik Global Communications Directorate, and the rules are binding for all Arçelik employees. All marketing directorates are primarily responsible for the implementation of these rules. Violation of this Policy may result in various disciplinary actions, including termination of employment.

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