

Mengniu Responsible Marketing Policy

Mengniu is committed to its core value: “Consumers are at the heart of all our decisions.” We uphold the principles of legality, honesty, and reliability in all our responsible marketing initiatives, strictly complying with the laws, regulations, and business ethical standards of the countries in which we operate. We have established a comprehensive review and approval mechanism for all marketing terms and standardized claims related to the nutritional and health benefits of our products, ensuring that the company provides consumers with truthful, accurate, and non-misleading information while promoting and selling products and services.

Scope

This Policy applies to all marketing and communication materials published by Mengniu, including all brands and products under Mengniu's operation. This Policy covers various business scenarios, including but not limited to advertising, terminal marketing, and other marketing communications.

Contents

Mengniu requires all employees across the Group and its subsidiaries to adhere to responsible marketing practices in the following areas.

1. Commitment to Responsible Marketing

Mengniu guarantees that all published marketing communications are lawful, truthful, and based on sound scientific principles. Mengniu is committed to the following principles:

- All materials published comply with the advertising laws and regulations of the People's Republic of China, as well as those of other countries and regions where we operate.

- All statements in the marketing and advertising materials regarding the nutritional content and other product information are accurate, clear, and objective, with no false or misleading claims.
- We consider consumer's eating habits in our business operation location and promote the concept of a healthy diet, guiding consumers toward balanced nutrition by referencing local dietary guidelines and international recommendations. We provide consumers with clear product information and help them make healthy dietary choices.
- Mengniu does not engage in deceptive practices or tactics to discredit competitors' reputations or market positions. We are committed not to conducting misleading claims about competitors' products or performance.
- We adhere to a principle of prudent marketing and follow the applicable regulation requirements, avoiding exaggerated or unsubstantiated claims about the social or environmental benefits of our products and services.
- For vulnerable consumer groups, particularly minors, Mengniu adheres to applicable regulation requirements and upholds the following commitments:
 - We do not hire children under the legally mandated minimum age as spokespersons in advertisements.
 - Under the regulation requirements, we do not conduct commercial marketing activities in primary or secondary schools and kindergartens. Additionally, we do not use textbooks, reference books, stationery, teaching tools, uniforms, or school buses and other channels to display advertisements or disguised promotional content, except for public service advertisements.
 - Advertisements targeting minors shall not include content that encourages minors to pressure their parents into purchasing our products or services or promotes unsafe behaviors that minors may imitate.

2. Audit Procedures and Trainings

- Mengniu has established a dedicated internal audit team for responsible

marketing, supported by a cross-departmental audit mechanism involving legal affairs, regulatory compliance, auditing, marketing, and other relevant functions. We have implemented internal controls and audit procedures for marketing activities, conducting at least one internal compliance audit annually. These audits are carried out in accordance with Mengniu's internal policies, including the *Product Claims Management System*, the *Management System for Compliance with Technical Regulations and Standards*, and the *Advertising and Publicity Review and Management System*, as well as [*the Responsible Marketing Policy of Breast-milk Substitutes*](#). This multi-dimensional approach ensures that our marketing practices remain compliant and aligned with regulatory requirements.

- We provide responsible marketing and advertising compliance training twice a year for marketing promotion business related employees of Mengniu Group and its subsidiaries, and relevant marketing and promotional service partners. The training covers fundamental regulatory requirements, updates on evolving regulations, implementation guidelines for themed marketing initiatives, and case studies from compliance audits. This ensures that they stay informed about the latest legal and regulatory developments, as well as the Group's internal review standards.

3. Policy Oversight and Update

- The contents of this Policy is overseen by the Sustainability Executive Committee. The progress on key initiatives and the progress of objectives are regularly reported to the Sustainability Committee.
- Mengniu is committed to enhancing transparency in responsible marketing and regularly discloses progress in this area.
- We actively engage with external stakeholders to keep enhancing our understanding of responsible marketing, and conduct regular reviews and updates of this Policy.