



## Valio's Responsible Marketing Policy

Valio is committed to the responsible marketing of our products, services and operations. Our Responsible Marketing Policy sets forth our principles in this regard in all markets where Valio operates:

**We will respect the role of parents and caregivers by not marketing directly to children under 13. This means we will not advertise in:**

- All media which directly targets children under 13. Media means the following: television, print media, websites, social media, applications, movies, and SMS/email marketing, and influencers.
- We define media that directly targets children under 13 as media in which 35% or more of the audience is composed of children under 13, where this information is possible to obtain.

**We will not design our marketing communications in a way that directly appeals to children under 13. We will not use in any communications created after the effective date of this policy:**

- Celebrities or commercial co-operation characters whose primary appeal is to children under the age of 13. We may however use our own brand equity characters, e.g. Valio Oltermanni® character or Valio Play® berry characters in Finland, Valio Delish ice bear in Estonia.
- Movie tie-ins related to movies of primary appeal to children under 13
- Games or contests designed to appeal primarily to children under 13
- Branded toys whose primary appeal is to children under 13
- Images of our products being consumed by children under 13 without an adult
- Branded sponsorship of sporting and entertainment events which primarily target children under 13

Valio's social responsibility programs, such as Valio Academy®, support children and teens' active lifestyle and healthy nutrition, particularly focused on promoting active healthy living through stipends and nutritional training. Any brand presence in Valio's programs for children will simply indicate and recognize funding support/sponsorship and will not be for the purposes of advertising.

**We have a process in place to ensure that our marketing doesn't advocate on national, racial or religious hatred and is not part of marketing channels disseminating hate speech.**

- When developing advertising and marketing materials, we ensure that these do not in any way disseminate hate speech or convey messages that constitute incitement to discrimination, hostility or violence against particular ethnic, religious or other minority groups.
- We do not use symbols or design of indigenous people in marketing or in other company materials

**Our marketing communication is in accordance with applicable laws and regulatory provisions, decent, honest, and truthful. Our environmental claims are based on sound, appropriate scientific information relevant to actual use, operation or disposal of the advertised product.**

- We define environmental claims ("green" or "environmental/sustainability") as any type of claim where explicit or implicit reference is made to the environmental or ecological aspects relating to the production, packaging, distribution, use/consumption or disposal of products.
- Our carbon footprint calculation method for raw milk is certified and Valio's target towards carbon neutral milk chain programme is linked to our commitment for Science Based Targets.
- Our marketing communication is prepared with a due sense of social and professional responsibility, and must conform to the principles of fair competition, as generally accepted in business.



- Our marketing communication will not condone or encourage actions contrary to accepted standards of environmentally responsible behaviour.
- We evaluate advertising, green, sustainable or nutritional claims in advertising in their entirety to assess how the reasonable consumer will interpret the advertising message.

Valio's approach to marketing is consistent with the International Chamber of Commerce Marketing & Advertising Code. We support these guiding principles across our marketing communication in all Valio markets.