



## Valio Responsible Marketing Policy

Valio is committed to sustainable and responsible marketing of its products, services, and operations. Our marketing communication complies with applicable laws, regulations and authority instructions and is honest and truthful. Our sustainable marketing policy sets the guidelines and principles for all Valio markets:

- Valio complies with the International Chamber of Commerce's marketing and advertising guidelines, the WHO's International Code of Marketing of Infant Formulas, as well as our various markets' locally set guidelines on marketing communication (in Finland, e.g., ETL and Marketing Finland). We support these guidelines in all our marketing communications in all Valio markets.
- 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 is truthful and does not contain misleading information or statements.
- Our marketing communication is identifiable as marketing communication regardless of its format or publication channel (e.g. sponsored content, product placement).
- Our environmental claims are based on trustworthy and appropriate scientific research.
- Our marketing does not advocate discrimination and hatred based on nationality, race, religion, sexual or gender identity, or any other aspect of personal identity.
- We do not directly advertise our products in the media to children under 13 years of age.
- Valio's sponsorship targets and social responsibility programs such as Valio Akatemia®, are primarily intended to support an active lifestyle and healthy nutrition for children and young people, particularly through the promotion of an active lifestyle through stipends and nutritional education.

Vice President Global Brand management is responsible for content and updates of Valio Responsible Marketing Policy.