

HOLDING – SUSTAINABILITY

# Responsible Marketing Policy

## Introduction

At Majid Al Futtaim Group (referred to hereinafter as **we, our**), we are committed to the implementation and delivery of our sustainability strategy, *Dare Today, Change Tomorrow*, where we manage the socio-economic and environmental issues that are most material to our business. Majid Al Futtaim Group means Majid Al Futtaim Group LLC and any entity that is directly or indirectly controlling it, controlled by it or under common control with it by another Majid Al Futtaim entity.

*Dare Today, Change Tomorrow* has three fundamental business priorities:

- **Transforming the lives in the communities** we serve, to provide a healthy, fulfilling and sustainable way of life.
- **Rethinking resources** where we address our use of resources to make a Net Positive impact.
- **Empowering our people** to unlock their full potential.

## About this Policy

At Majid Al Futtaim Group, we pride ourselves on our commitment to responsibly market our brand and products and services. We strive on helping our customers live better every day, and central to our model is aligning our marketing practices with our sustainability and business goals.

Furthermore, we recognise that we have the obligation to be realistic and transparent when marketing our products and services to customers. This document aims to clarify our stance on responsible marketing and communicating with customers while emphasising the actions we are taking to ensure we put our commitment into practice.

- As **Majid Al Futtaim Group**, we ensure that all our marketing activities are in adherence to applicable local laws/regulations and international best practices.
- **Our service providers, suppliers, vendors and distributors** are selected based on a procurement toolkit and, therefore, must comply with any policy that relates to our brand or products and services. They are also required to sign a Non-Disclosure Agreement (NDA) and ensure that they process and safeguard the data in adherence to the data processing agreement (DPA).
- **Employees, interns, and consultants** shall receive training on this policy to ensure they are informed on their responsibilities as part of their onboarding to a higher role or transferring between businesses within Majid Al Futtaim Group.

## Objective of the Policy

### Good Business Practice

We are committed to complying with international best practice when it comes to responsible marketing practices and ensure alignment with our sustainability strategy and goals and applicable laws and regulations. These include:

Creating advertisements that are sensitive to cultural expectations in the applicable jurisdiction/region

Responsible and fair marketing and advertising to minors

Fair and transparent when labelling and promoting our products and services, enabling our customers to make informed choices

Ensuring all external content we use does not infringe on a person's copyrights

Following the regulations of the competent authorities including Dubai Health, Sustainability, Federal Customs Authority and Federal Environment Agency

### Communication Channels

Through all our communication channels, including but not limited to, in-store communication channels, offline (outdoor, print, radio, TV) and digital marketing channels, we are committed to uphold the following standards to showcase our commitment to responsible marketing:

**Transparent:** All the information provided to our customers through our marketing channels and products and services are accurate. We ensure simplicity in our communication messages to avoid conveying misleading information.

**Informative:** Honest and functional communication aimed at providing our customers with all relevant information they need to make their purchasing decisions.

**Realistic:** Writing about and displaying product information (e.g. food) will always be done in a realistic manner so as to avoid misleading customers when it comes to product characteristics. We always try to be as authentic as possible when it comes to advertising materials and do our best to use real people instead of characters in our communications. We speak in everyday language that respectfully appeals to all. We are a brand for everyone.

**Inclusive:** Our messages will encourage diversity and inclusion in all forms, by ensuring our content is cognisant of cultural expectations, use channels that can reach and meet a wider range of people with different needs.

## Children and Marketing

Our advertising content shall be in-line with the principles and standards of applicable media content and age rating laws, regulations and guidelines. Accordingly, we are committed to uphold the following standards:

- No harmful messages, whether directly or indirectly, will be conveyed to any children, or Majid Al Futtaim Group customers for that matter.
- Majid Al Futtaim Group will ensure to avoid promotional material that undermines a parent's influence and authority.
- Majid Al Futtaim Group will encourage parents to engage in/or supervise their children's interactive activities
- Children should be under adult supervision for any product and activity that includes safety risk
- Products unsuitable for children should not be marketed in targeted media
- Marketing the possession or use of a product should not indicate that children will have a physical, physiological, or social advantage over other children.

## Sustainable Practices

Majid Al Futtaim Group is committed towards creating a more sustainable world by promoting sustainable lifestyles, and using our marketing and communication channels to ensure that sustainability practices are being upheld as detailed below, where possible:

- Product marketing should not exploit or mislead consumers' trust
- We will focus on digital marketing and will divert from paper printing and usage
- We will use recycled material for product production process
- We will recycle waste and wastewater streams, and reduce energy per unit of product
- We will avoid any negative use of social media
- We will prioritise buying/selling locally, reducing transportation energy, and supporting the local economy
- We will reduce/eliminate product packaging
- We will reduce business travel and offer webcasting as an alternative to live events

## Customer Privacy

Additionally, we always ensure the privacy of our customers and customer data which is collected through the SHARE Loyalty Mobile application, website, and delivery services. We respect our customers' privacy rights and ensure that we are complying with all local and international legal requirements. Please refer to our terms of privacy for more information on data usage and MAF privacy notice:

- We collect and process your data in line with our Privacy Notice. We ensure the security of the collected personal information, including protection against unauthorised processing, accidental loss, and damage.
- The data can only be revealed where the disclosure is required by law enforcement authorities or other government and private organisations who have issued a lawful disclosure request for personal information.
- People Under the Age of Majority: When collecting information from people under the age of majority, as defined by law in the relevant jurisdiction, we contact a parent or legal guardian of the children directly about the information that is being collected. When using the collected information, we require the consent of a parent or legal guardian before using the information for marketing communications to children or their family members. We only share the collected information with third parties when the consent of a parent or legal guardian is obtained or to comply with legal and regulatory mandatory disclosures.

## Governance of the Policy

The Responsible Marketing Policy is overlooked by the customer & brand team at Holding and the corporate sustainability team of Majid Al Futtaim Holding as well as the marketing teams within the business units and operating companies. The policy must be complied with in full and any variance should be justified and subject to approval by the Chief Customer Officer and Chief Sustainability Officer and to be reported and approved by

the board. The responsible marketing policy is to be reviewed every two years at a minimum or as per the Government's or Majid Al Futtaim Group's regulatory updates.

### **Next Steps of the Policy**

After issuance of this policy, each operating company will be required to create a Responsible Marketing Policy specific to the needs of its operations and ensure its implementation.