

## **Eastroc Beverage (Group) Co., Ltd.**

### **Responsible Marketing Policy**

#### **1. Purpose**

Eastroc Beverage (Group) Co., Ltd. (hereinafter referred to as "the Company") adheres to the corporate mission of “providing healthy functional drinks for consumers” and upholds the corporate values of "Simplicity, Integrity, Collaboration, and Struggle", and strictly abides by the laws and regulations and business ethics of the jurisdictions in which it operates. The Company has established a comprehensive review mechanism for marketing communications to ensure responsible marketing, advertising and product promotion aiming to enhance its sustainable operational capabilities, fulfill corporate social responsibility, and promote the healthy and sustainable development of the industry and society.

#### **2. Scope of Application**

This Policy applies to Eastroc Beverage (Group) Co., Ltd. and its subsidiaries.

#### **3. Responsible Marketing Requirements**

The Company strictly complies with all laws, regulations, and industry standards applicable to its business operations, including but not limited to the “Civil Code of the People's Republic of China” , the “Food Safety Law of the People's Republic of China” , the “Anti-Unfair Competition

Law of the People's Republic of China” , the “Advertising Law of the People's Republic of China” and the “Law of the People's Republic of China on the Protection of Consumer Rights and Interests” . The marketing activities for the Company's export products shall be conducted in strict accordance with the relevant laws and regulations of the countries and regions where business is conducted.

#### **4. Responsible Marketing Commitment**

The Company requires all employees to conduct responsible marketing in accordance with the following commitments:

4.1 Marketing communications issued by the Company must be legal, truthful, accurate, and scientifically substantiated. They shall respect consumers' rights to information, choice, and privacy, and shall not violate social morality and public order, nor harm the public interest.

4.2 When producing marketing and advertising content, the Company ensures that all statements regarding product ingredients and other information are accurate, clear and objective, and do not contain any false or misleading information. This requirement applies to all materials, including but not limited to advertisements, promotional materials, product descriptions, online promotional copy, short videos, and the like.

4.3 The Company will not make false or misleading statements regarding its products, services and performance. The Company will not employ fraudulent practices or strategies to defame or disparage the reputation or

market position of competitors, nor make misleading statements regarding their work, products, or services.

4.4 The Company adheres to the principle of prudent communication. In compliance with regulatory requirements, the Company avoids exaggerated or unsubstantiated claims regarding the positive social and environmental impact of the Company's products and services.

4.5 Regarding the labeling of health food products, the Company strictly implements the “Food Safety Law of the People's Republic of China” and relevant regulations. Labeling must be strictly consistent with the content of the Health Food Registration Certificate. The packaging shall clearly display the Health Food Symbol (the "Blue Hat"), registration approval number, mandatory warning zones, and specified warning language.

4.6 Health food advertising activities shall strictly comply with the provisions of the “Advertising Law of the People's Republic of China” , the “Measures for the Administration of Internet Advertising” and the “Interim Measures for Examination and Administration of Advertisements of Drugs, Medical Devices, Health Food and Formula Foods for Special Medical Purposes” (Decree No.21 of the State Administration for Market Regulation). The Company implements pre-release advertising review procedures to ensure content legitimacy and standardized publication.

4.7 In accordance with the “Food Safety Law of the People's Republic of China” and its implementation regulations, the Company implements unified management for distributors. For products classified as health

foods in China, the Company advocates that sales terminals establish designated health food sales areas (counters) and display prominent signage as required, ensuring compliance with relevant regulations on sales in special areas.

4.8 The Company fully respects and protects the privacy and data of customers, consumers and related parties.

4.9 The Company has established accessible channels for consumer consultation, complaints, and after-sales service to fully protect consumer rights and interests.

4.10 The Company adheres to ethical promotion principles, strictly prohibiting manipulative marketing behaviors targeting minors and vulnerable groups. The Company does not engage in marketing activities that violate public order or good morals, ensuring that all marketing behavior aligns with social ethics and public interests.

## **5. Responsible Marketing Audit, Supervision and Training**

5.1 The Company has established a dedicated internal audit team and a cross-functional audit mechanism to ensure the compliance of its marketing activities. This mechanism involves the Legal, Regulatory, Internal Audit, Brand, Sales, R&D and other departments, and establishes rules and procedures for the compliance review of marketing communications. The audit scope covers the entire marketing lifecycle, including advertising content production, sales terminal operations, distributor promotional behaviors, and online marketing activities.

5.2 The Company conducts a special audit on responsible marketing at least once every six months, and the Internal Audit Department issues an audit report. The report shall clearly identify the issues found, assign responsible parties, and specify rectification deadlines. Identified issues shall be tracked and remediated on a monthly basis.

5.3 The Company is obligated to accept supervision from relevant authorities and the public. Adhering to the principle of transparency, the Company provides channels for reporting complaints, actively welcomes public scrutiny, and continuously improves the responsible marketing system.

5.4 The Company conducts annual responsible marketing training for key departments such as Legal, Brand, Public Relations, R&D, and Sales, to enhance employee awareness of responsible marketing.

## **6. Revisions and Reviews**

The Company reviews this Policy on a regular basis and revises it as necessary.