

# ETHICAL MARKETING POLICY

“This policy sets out Aasted’s position on responsible marketing practices and efforts to go beyond compliance to ensure honesty, fairness, and responsibility in our ways of working.”

## Introduction

At Aasted, we are committed to responsible business conduct, and we believe that social and environmental sustainability are crucial factors for our company's long-term success. Our company must always be known for its utmost commitment and for actively examining how we can challenge and move in new directions to become even better while always as a minimum being in compliance with current best marketing practices

Our CR Policy and our Code of Conduct are two key documents in our corporate responsibility work. Based on internationally accepted guidelines and applicable legislation, they set the central direction for our company's responsibility. Aasted Ethical Marketing Policy is a part of our sustainability management system and responsible business governance.

At Aasted, we aim for marketing practices that treats customers with respect, and balancing long-term growth for all stakeholders.

Marketing in an ethical way focuses not only on how our products and services benefits our customers but also on how our business is striving to share knowledge, perspectives and solutions that enable customers, partners and communities to seek positive impact.

Ultimately, the public has the right and power to information on how Aasted does business. The marketing function has a significant responsibility to make this happen the right way at the right time.

## Scope

This Policy applies to all Aasted employees, management, agents and other external sales channels, the Board and Ownership.

## Our three principles

We commit ourselves to apply three ethical marketing principles in all communication. Our three principles guide us to ensure honesty, fairness, and responsibility in our marketing practices.



### 1<sup>st</sup> principle

## Impact

We pledge to use our business and voice to promote products and services, that enable sustainable development of our industries.

#### **We do this by:**

- Prioritize marketing of services, machines and solutions that enable sustainable development over services, machines and solutions that do not
- Seek and strengthen internal knowledge about services, machines and solutions environmental impact across its lifecycle
- Involving, educating, and mobilizing our employees to have a focus on how our services and products impacts all stakeholders
- As we grow our internal knowledge around our services, machines and solutions environmental impact we aim to communicate clearly and transparent to enable our customers to choose the solutions that best balances social, environmental and profit considerations
- Aspire to always meet our values being personal, authentic, relevant and inspiring.

### 2<sup>nd</sup> principle

## Honest and compliant

At Aasted we commit to honesty and compliance in our marketing campaigns and for customer driven projects.

We pledge that all marketing communication must be truthful and legal and not misleading in any way.

#### **We do this by:**

- Never use dishonest marketing tactics for our campaigns, product launches and/or services such as false advertising, exaggerated values and benefits of products and services. Not inflating statements and results when creating messaging.
- Use realistic descriptions of the products, services, or impact we are promoting. Ensure the meaning of all terms used in advertising is clear to customers.
- Not unfairly portray or refer to anyone in an offensive way.
- All claims should be based on third party data or data with the highest validity, to prevent unqualified claims that is not rooted in a high level of evidence

### 3<sup>rd</sup> principle

## Foster trust

To foster trust and not only claim that Aasted's efforts are honest, we also made a set of checkpoints to ensure honesty in marketing communication and practices.

#### **We ask ourselves the following questions during campaign strategy and execution:**

- Are we communicating our products or services' values without exaggerating or misleading our key audiences, using language that honestly communicates the features and benefits of our products and services?
- Are we balancing our communication efforts in general – always seeking to neither 'greenwash' or 'greenhush'?
- Are we accurately quoting our customers, partners, and team when we share reviews or testimonials?
- Do we have documentary evidence to prove claims that customers are likely to regard as objective and that are capable of objective substantiation.
- Is our use of data and examples honest and accurate when promoting our features, benefits, or the impact of our products and services?

## Responsibilities

The Marketing team, led by Head of Commercial Operations, have the responsibility and accountability for ensuring compliance with this Policy.

The organisation as a whole is responsible to deliver and engage in activities in line with this Policy.

## Compliance with the Policy

Activities in conflict with this Policy shall be reported. For employees, please consult with your manager or Legal. For Business partners, please report through your contact person at Aasted.

We also offer a whistleblower setup that all stakeholders can use, where serious conflicts with this Policy can be reported. This whistleblower setup can be found on:

<https://aasted.whistleblownetwork.net>

Compliance with this Policy extends to our marketing partners and suppliers.

## Training and communication

Aasted will provide regular ethical marketing training to all relevant employees.

All employees will have access to this Policy on Aasted's intranet "Insite".

The Policy can be shared with external stakeholders if requested.

## Monitoring and review

Aasted Marketing will evaluate the effectiveness of this Policy and its implementations on a yearly basis to ensure that it remains effective and reflects best practices.

We will continually review Aasted Tone of Voice to be consistent and make sure to reinforce our values by being personal, authentic, relevant and inspiring.

## ANY QUESTIONS?

### Contact Aasted Marketing:

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