



Responsible Marketing Principles

Our Haleon position



Background:

Responsible Marketing: Why it matters to us at Haleon

Delivering better everyday health with humanity requires an everyday commitment to excellence. What we do matters. So does how we do it. Reaching millions of people responsibly with our marketing communications involves upholding both clear and high standards.

That's why we've laid out our Responsible Marketing Principles. The principles will hold us accountable and go beyond merely good intentions – whether it is about clear information, transparent advertising, an environmentally, culturally, or socially committed execution or conscientious channel selection.

Different channels and touchpoints offer opportunities to engage with the public on essential health matters. And we seek to use our voice to make a positive difference in people's lives – whether it is about promoting a healthy and active lifestyle, or providing insight and information to enable people to understand how they can take better care of themselves and those they look after. In doing so, we aim to educate our audiences about more sustainable behaviour and product usage. All this helps our efforts to deliver better everyday health with humanity, beyond our products and services.

Marketing activities can play an influential role in portraying society, and we know that we can have an impact here. Haleon is committed to creating, marketing, and selling all our products and services responsibly. Therefore, we have developed principles to help set global minimum standards for all our commercial communication and marketing activities across all channels and to live up to our Responsible Business commitments as a leading consumer health company.

Our Responsible Marketing Principles describe how our Purpose, Code of Conduct and Behaviours inform our marketing communications and activity. They also draw from the International Chamber of Commerce's (ICC) **Marketing Code** and are our minimum standard.

Responsible Marketing means that the following Principles apply to all marketing communications, branding, public relations and advertising on behalf of Haleon and its associated brands and services. We will also highlight these to our colleagues and partners who work with us or on our behalf.

Our Responsible Marketing Principles:

1. Haleon's commercial marketing and advertising communications must be legal, decent, honest, and truthful.
2. We make every effort to describe our products, services, and their effects truthfully and accurately. Moreover, we strive to never mislead consumers over any characteristics of our products by ensuring that our claims are appropriately substantiated. We endeavour to be fair and transparent in labelling and promoting our products and services so that our consumers can make informed decisions.
3. We seek to ensure that our marketing communications are always identifiable as such.
4. We always aim to provide accurate information about our products, ingredients and services on our brand websites, packages, or labels so consumers, customers, and Health Professionals understand how to use them in the intended way. We also avoid from disinforming anybody about competitors' work or products.
5. We engage responsibly with the Health Professionals' community to discuss learnings and insights from scientific data and inform them about our products.
6. We consider the audience of our communications carefully and take special care when we communicate with vulnerable groups. Our communications should not undermine positive social behaviour, lifestyles or attitudes. When we feature children or vulnerable adults in our communications, e.g., to show our inclusivity efforts, we are guided by our principles to present everyone in a fair and sensitive manner. Further, we make every effort to provide a safe and positive environment conducive to this.
7. As a proud member of the **Unstereotype Alliance**, we prioritise respecting and promoting human rights and behaving ethically in our marketing communications and stories. We take care to avoid stereotypes, violence, and anti-social behaviour of any kind. It is important for us to authentically represent diverse communities that reflect the world in our advertisements. This also means we aim to take a responsible and inclusive approach when

selecting directors, models, crews, and casting talent. Moreover, we strive to use our spend on marketing activities in such a way that we can reach diverse audiences with representative content.

8. We take responsibility for and aim to handle data entrusted to us carefully and responsibly and to follow our **Privacy Principles** as well as local data protection laws and regulations.

9. We endeavour to embed sustainable business practices and inclusive design within our company and through our brands to help ensure that we make better everyday health more inclusive, sustainable, and achievable. To support this, we aim to educate our audiences about more sustainable choices while avoiding over-claiming the sustainability credentials of our products.