

## **POLICY OF MARKETING COMMUNICATIONS**

"The enjoyment in moderation" is a philosophy which directs all of our marketing. As a company we take our social responsibility seriously. We strive to be a part of the solution, not a part of the problem. Our brands are a part of everyday life: we know that play a role in the lives of millions of our consumers around the world.

Policy is related to four key titles:

- Social responsibility and moderate consummation
- Safety and health
- Children and young people
- The effects of alcohol

### **1.0 Social responsibility and moderate consumption**

1.1 Our marketing communication should always be ethical, with respect to human dignity and general prevailing standards of taste and decency.

1.2 We should never:

authorize or encourage excessive or irresponsible consumption; represent abstinence or moderation in a negative way; trivialize drunkenness or suggest that it is normal or acceptable behavior.

1.3 We should always avoid:

any association with violent, aggressive, dangerous or anti-social behavior; This includes the inherent violent sports (e.g. boxing, martial arts); any connection with drugs or drug culture.

### **2.0 Safety and health**

2.1 Our marketing communication must never connect the consumption with the driving of any vehicles or handling machines.

2.2 Our marketing communication must never connect consumption with potentially dangerous activities or inappropriate situations.

2.3 Our marketing communication must not claim that alcohol can prevent, treat or cure any human diseases or to refer to such properties.

Messages about health which are specifically approved by the law of a country, e.g., references to the guidelines issued by the government about a "reasonable alcohol consumption", are permitted.

### **3.0 Children and young people**

3.1 Our marketing communication is aimed only at adults. We never target minors, i.e. persons below the legal alcohol drinking age regulated according to the state law.

3.2 We must never:

direct marketing communication specifically towards minors; show juveniles consuming alcoholic beverages; promote brands in media, events or applications where it is known that more than 30 percent of the audience consists of minors; allow minors to taste alcoholic beverages.

3.3 Anyone who appears in our marketing communication must have, and look like he is at least 25 years of age

3.4 We need to avoid:

usage of themes or treatment extremely interesting to minors; the use of celebrities who have a particular impression on minors, or that minors could experience as a role model.

### **4.0 The effects of alcohol**

4.1 Our marketing communication must never:

conceal the nature or the volume of alcohol in alcoholic beverages; overly emphasize the intensity of an alcoholic beverage or suggest that it should be preferred because of its superior alcohol content.

4.2 The consumption of our product can be presented as an enjoyable part of social activities, but we may not to suggest that it can contribute to the individual social success, or acceptance, or popularity. We must avoid suggesting that the success of social events depends entirely on the consumption of alcoholic beverages.

4.3 We must never:

present the product as an aid in removing of personal inhibitions; suggest that it may contribute to sexual success or increase the sexual attractiveness of the person.

4.4 We need to avoid:

linking consumption with mood swings; suggesting that consuming can help solve personal problems.

4.5 Our marketing communication must never create an idea that alcoholic beverages may increase mental capacity or boost physical strength. If sports are displayed, it is necessary to clearly establish that the consumption is happening after the sports activities were completed.