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1. OBJECTIVE

This Policy sets corporate guidelines and procedures related to responsible marketing and communication practices.

2. REACH

This document has a corporate nature and is applicable to all the company and its stakeholders.

3. REFERENCES

Our marketing efforts are aligned with all the company's policies, statements and rules, including:

- Our Code: Ethics and Conduct at RD
- Ebook: What you need to know about diversity
- Privacy Policy

4. DEFINITIONS

- **Stakeholders:** interested party, that is, any individual or organization that is, in any way, impacted by the actions of a certain company.
- **Diversity:** set of differences and values shared by human beings in social life.
- **Inclusion:** set of means and actions that counter the exclusion from benefits of life in society, such exclusion being caused by differences in social classes, education, age, disabilities, gender, social prejudice or racial prejudices.
- **Accessibility:** refers to the possibility and conditions of access for any and all persons to use, safely and autonomously, spaces, equipment, information and communication.
- **Representativeness:** representing the interests of a certain group, social class or people.
- **Stereotype:** an attribute believed to be possessed by certain persons and groups, which works like a stamp or label that reflects a prejudgment or bias. Labeled persons are always treated and seen according to the label they receive, to the detriment of their actual qualities.
- **Discrimination:** any distinction, exclusion or restriction imposed on the grounds of sex, gender, sexual orientation, disability, creed, age, philosophical or political belief, race and national or regional extraction.
- **Vulnerable Groups:** Elderly, children, adolescents and persons with disability.
- **Canal Conversa Ética (anonymous ethics hotline):** independent, impartial and autonomous mechanism for receiving suggestions, compliments, complaints and wrongdoing reporting, whose management is outsourced by RD to a contractor.
- **Homologation of Suppliers:** procedure through which the supplier is approved or not to provide materials, equipment or services further to an analysis of financial, commercial, ethical, reputational and quality requirements, among others.

5. GUIDELINES

RD is committed to the highest ethical standards in everything it does, including the commercial interactions and the marketing and communication practices. We communicate about our products, services and businesses in an honest and transparent manner, always in compliance with legality and ethics, and prioritizing the three following spheres: citizen, consumer and environment.

5.1. RESPECT FOR THE CITIZEN

We believe that the conveyance of information by a company may have significant effects on society and on each individual. Careful disclosure of this information and ethical use of the power of influence are present and critical in RD's daily concerns. With that in mind, we make use of the following when informing our consumers about our products, services, businesses and innovations:

a. Diversity & Inclusion

We take care of people's health and well-being. We take care of ourselves and our team.

Fostering diversity and inclusion is part of our way of being.

That means upholding respect for everyone. With everyone free to be who they really are, to develop the way and where they want, free from all forms of discrimination, implicit or explicit. We shall therefore follow the guidelines below:

- Our advertising campaigns and other marketing communications shall reflect the plurality of our society and comply with the principles of accessibility and representativeness so that everyone can be respected;
- Our communication shall be free from the reproduction of stereotypes;
- The language of our communications shall be clear and assertive, avoiding foreignisms and terminologies that may create language barriers, so as to be accessible to every person, regardless of their educational level;
- Everyone involved with the communication actions (internal or external) shall ensure the production, validation and disclosure of discrimination-free contents;

b. Responsible Communication

We believe we have the opportunity and the responsibility to continually reflect on how the messages we convey to our customers and employees affect their health and well-being. We shall therefore act as follows:

- All information conveyed in our campaigns and communications are legal, decent, honest and true;
- We acknowledge the importance and legitimacy of the Human Rights and we do not tolerate the production or association of communication that incites violence, spreads misinformation, exploits fear or takes advantage of the fragility of vulnerable groups.
- We continuously monitor the running of our ads, blocking channels that are not aligned with the company's values;
- We comply with the laws and regulations related to the sale and advertising of food for nursing women and toddlers, as well as related children's products;
- We comply with the laws and regulations related to the sale and advertising of drugs, neither encouraging nor inducing the practice of self-medication and misuse;

- With the purpose of ensuring compliance of information created and shared at RD, any and all statements shall be validated by the immediate leader and/or by the officer of the area responsible for the content of the information.

5.2. RESPECT FOR THE CONSUMER

The purpose of taking close care of people's health and well-being in all moments of life has been the guideline of RD's choices and way of doing business. As a result, our consumer is always at the forefront of our decisions.

a. Consumer Privacy

Everyday, we endeavor to build trusting relationships. We believe transparency is extremely important when collecting information in commercial interactions and marketing & communication practices. Our Privacy Policy ensures that our customers know when we collect information from them, which information is being collected and all the ways this information can and cannot be used.

b. Communication with the Consumer

- We disclose clear, accessible information about our products, services and businesses, thus respecting the basic consumer's right to information;
- Besides information about our business, we are also committed to conveying relevant content on health and well-being to our customers through our social networks, monthly bulletins and digital communications, with the purpose of fostering healthier habits and lifestyles;
- We offer customer service and dialogue centers able to listen carefully to our customers' suggestions, complaints and compliments.

c. Respect for the Environment

One of the three lines of action of our sustainability agenda is to take care of the planet's health. We shall therefore follow the guidelines of the Responsible Marketing and Communication Policy aimed at respect for the environment, as follows:

- When running advertising campaigns, we respect the public spaces, taking into consideration the laws and regulations of each location;
- We continuously seek for environmentally-friendlier solutions in marketing materials with the purpose of reducing our impact on the environment;
- We promote initiatives that uphold the adoption of practices that encourage environmental awareness and contribute to sustainable development;

6. CANAL CONVERSA ÉTICA (anonymous ethics hotline)

Aware that the laws and regulations do not cover all the ethical issues (dilemmas, conflicts, etc.) present in our activities, businesses and operations, we analyze - on a daily basis and before acting - how our actions and decisions could benefit or harm stakeholders, society and the environment.

We believe dialogue is critical for human relationship and even more for maintaining an ethical environment. For this reason, we keep an open channel to hear our employees and contractors about potential violations to RD's Ethics & Compliance guidelines, which should be informed through:

**Canal Conversa Ética (anonymous ethics hotline)****Telephone: 0800 778 9009****Email: contato@conversaetica.com.br****Website: <http://www.conversaetica.com.br>**

Anonymity, secrecy and confidentiality are guaranteed and RD does not accept any retaliation or punishment against an employee or contractor that opens a ticket.

7. RESPONSIBILITIES

- a. All managers and employees of RD shall know, follow and disseminate the content of this Policy and related guidelines;
- b. The Responsible Marketing and Communication Policy shall be referred to in all commercial communications and shall be deemed as the minimum required standard.

8. AUTHORITY

Action / Reason	Person in charge	Approval
Responsible Marketing and Communication Policy	Marketing Officer	Vice President of Sales and Marketing Executive Board

9. RECORD

Version	Created/modified on	Approved on	Access	Maintenance and update	Filing
001	Jul 17, 2020	Jul 29, 2020	Corporate	Marketing Officer	Conexão RD