

RESPONSIBLE MARKETING POLICY

Kawan Food Berhad (KFB) manufactures, markets, and sells quality frozen foods with the mission to enrich lives through food, lead innovation, create value for our stakeholders and as a good corporate citizen continually contributes to economic, environmental and social improvement through our activities in the local and international markets.

KFB is committed to conducting responsible marketing and advertising of our products that is aligned with applicable local and international regulations, standards and guidelines.

Our marketing and advertising practices are guided by the Garis Panduan Pengiklanan Makanan (KKM) for domestically produced food and the International Chamber of Commerce (ICC)'s 'Advertising and Marketing Communication Practice' code for food exported to foreign countries. These guidelines serve as a basis for all our communications and ensure that our claims have a sound scientific basis. We also adhere to standard Food & Drug Administration's (FDA) guidelines for product labelling design in all the markets which operate.

We are committed to:

- **Transparent labelling** by providing clear and comprehensive information about the composition and nutritional value of our products, beyond legal requirements where relevant. We also comply with product labelling laws in all the markets in which we operate.
- **Ethical, Truthful and Responsible Communication** by ensuring:
 - **Transparency & Honest Claims:** Our marketing communications do not mislead consumers. Our product images on packaging reflect our product as accurately as possible.
 - **Inclusion:** Our marketing activities and messaging of our products promotes social inclusivity and avoids discriminatory messages.
 - **Promotion of a Healthy lifestyle:** Our marketing communications encourage the consumption of a balanced diet and a healthy lifestyle.
- **Consumer Data Privacy** by complying with our data privacy rules and policies which cover all aspects of collecting and using consumer information. We act transparently, protect and secure the data, respect the rights of our consumers and verify compliance with relevant legal requirements. For further information, please refer to Kawan Food Berhad Data Privacy Policy.

- **Third party accountability** by ensuring our marketing and sales activities has considered needs and expectations of third parties and vendors. Their actions reflect on KFB as much as our own hence, we inform our suppliers, agents and other third parties about our standards and expectations of them. We regularly review third parties to identify anything that may compromise our values or fail to meet our rules, and we hold them accountable for making corrections.

This policy will be made available for all employees and public on our corporate website at www.kawanfood.com and will be communicated to all our existing and potential supply chain partners.

Training and awareness session(s) will be conducted to ensure this policy is fully understood and practised robustly.

KFB will review this Policy on a periodic basis and revise it accordingly to ensure adequacy, relevance and effectiveness of this Policy.