



## Responsible Marketing Policy

PP Group has strict guidelines for the implementation of all communication and marketing measures. Our values of freshness, honesty, openness, transparency and integrity play a central role.

Our values translate into the following viewpoints:

- All legal regulations for marketing will be complied with;
- The applicable global, regional and local industry codes (e.g. relationships with journalists and guidelines on PR) that affect our business are taken into account;
- Confidentiality of customer and consumer information as well as data protection are ensured;
- Consideration of the “EU Code of Conduct on Responsible Food Business and Marketing Practices” as part of the “Farm to Fork Strategy”.

PP Group is committed to correct and well-founded communication with its customers and stakeholders. We feel this is achieved through the following principles:

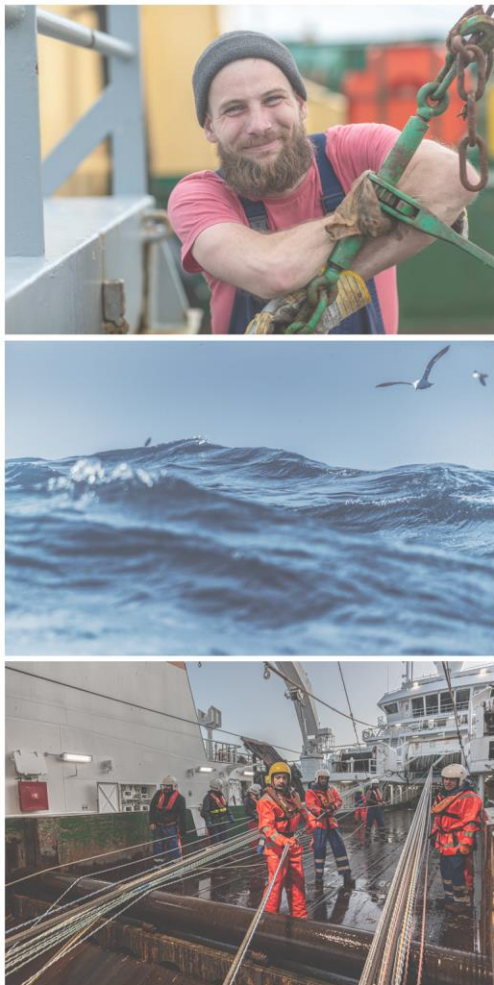
- Clarity: it is important to us that no ambiguous statements are made;
- Correctness: communication must always be checked internally for correctness, topicality and completeness before publication;
- Transparency: risk assessment and correct information about our products;
- Uniformity of information, e.g. on our websites, in press releases, social media, brochures and customer letters.

We always communicate openly and in a transparent matter. These include the following principles in particular:

- Transparent product information;
- Responsible cooperation with external groups (e.g. veterinarians, NGO's, certifiers);
- Gathering feedback and incorporating external perspectives.

PP Group is committed to the following communication principles:

- We want to market our products responsibly and sustainably;
- Full transparency about the way we do our business;
- Our pursuit and our goals are to remain and further build a sustainable company for future generations;
- Address unsatisfied and evolving consumer needs;
- Always develop and report on environmentally friendly, cooperative and sustainable developments.





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### Questions?

If you have questions about this policy or wish to raise a concern please contact the CSR Department of PP Group via [csr@pp-group.eu](mailto:csr@pp-group.eu) or telephone number +31(0)71 789 00 00 (Monday-Friday during office hours).

*This policy, our procedures and internal audits are designed to ensure that PP Group complies with all applicable laws and regulations and will be reviewed and updated on a regular basis to ensure that it remains current and effective.*

**Approved by the board of PP Group  
Valkenburg, 1 July 2022**

