



MARKETING POLICY

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The Board of Directors and management team at Costa Brava Mediterranean Foods (hereinafter, the “Organisation”, the “Group” or “CBMF”) are committed to responsible marketing by making safe, high-quality food products, conducting market research amongst consumers, and implementing business practices aligned with sustainability and the values in its Code of Ethics, namely, honesty, integrity, transparency and safety in its products and processes.

The Group is also committed to advocating a balanced, healthy diet and in 2022 it signed up to the Med Diet Declaration that promotes the Mediterranean diet (declared Intangible Cultural Heritage in 2010 due to its benefits for health) that envisages the moderate consumption of red, white and cured meats, whilst encouraging the consumption of the rest of the traditional products of the gastronomy of this geographical area.

This Policy is based on the Organisation’s Code of Ethics and takes in the basic rights set out in Spain’s legal framework to satisfy its consumers by ensuring that its products are safe, legal and of high quality. It seeks to build brand awareness with values linked to sustainability and social responsibility that the Organisation puts into practice.

This policy is provided to all internal stakeholders, who are informed of the possible disciplinary measures that would result from non-compliance with the provisions of this document. This policy is available to external stakeholders on the Group's website and communication channels.

Both the management and sustainability committees, as well as the executives and managers of all Group companies (with special mention in this case for the Communication and Marketing departments) are responsible for monitoring and enforcing the provisions of this Policy.

The qualitative and quantitative objectives related to this policy – including specific targets (in terms of percentage reductions), monitoring frequencies and expected trends – are set out in the 2021–2025 Strategic Sustainability Plan, which is available for review in the framework of external audits and verification processes.

Note: this strategic document is available on request to any stakeholders.

BASIC CONSUMER RIGHTS

1. The Spanish constitution protects the rights and freedoms of consumers on this matter. Specifically, article 51 instructs the public authorities to protect their safety, health and financial interests, as well as to ensure that they are kept informed and educated, as promoted by consumer and user organisations.

2. The protection of consumer and user rights is fundamentally backed up by Royal Legislative Decree 1/2007, which passed the consolidated text of the General Consumer and User Protection Act, and by the rules on the protection of consumers enacted by Spain’s autonomous communities based on their respective powers.

This legislation recognises that consumers have the following rights:

- The right to the protection of their health and safety.
- The right to the protection of their financial and social interests.
- The right to the remedy of damages sustained by them.
- The right to information and education on matters of consumption.
- The right to legal representation and to be heard in consultations.
- The right to the protection of their rights by way of effective procedures.

RESPONSIBLE MARKETING UNDERTAKINGS

CBMF also takes into account the requirements of its consumers in the field of health and the impact its business has on sustainability, whether environmental, social or in terms of ethical governance beyond what is stipulated by law.

Therefore, the Organisation is committed to safeguarding the quality and safety of its products, to making more balanced, healthy products, to making transparent, responsible disclosures about their attributes, and to implementing sustainability and social responsibility practices in order to contribute to social, economic and environmental advances.

Food quality and safety

CBMF ensures food quality and safety of all of its products by promoting a culture of quality and safety internally, and by following all review and local approval processes in all of the countries in which it markets its products.

The Organisation is also committed to making products that contribute to a balanced, healthy diet by seeking to adapt them for universal consumption by way of gluten- and preservative-free foodstuffs.

In order to ensure that consumers are able to enter into a dialogue with the Organisation, there are several communications channels on which they are able to express their opinions, concerns and/or enquiries about all products.

Responsible communications

CBMF has made the following commitments on responsible communications with the aim of informing and educating consumers about the properties of its products and to thus allow them to take informed purchase decisions:

- To convey full, truthful, unambiguous information on all communications channels, that is, on its website, social media (LinkedIn and Instagram), emails, advertisements, packaging and labels, with no misleading messages.
- To prevent food fraud both in terms of labelling and the falsification of raw materials that may be manufactured differently to what is advertised.

- To ensure that all information on packaging is legal, verified and understandable.
- To endeavour to make advertising and marketing messages at points of sale of its products true, responsible and trustworthy.
- To at all times address a suitable audience, namely, adults rather than children.
- To inform and educate consumers about all aspects of a product, including negative consequences and, along the same lines, to encourage the moderate consumption of red, white and processed meats, even though they are a major source of proteins with high biological value, and that they contain vitamins and minerals. By moderate consumption, the Mediterranean Diet Foundation understands a maximum of four portions of meat per week (with a distinction drawn between red, white and processed meats).

Sustainability and social impact

The Organisation's main lines of work on its sustainability strategy are: (1) a commitment against climate change; (2) the reduction of the consumption of natural resources; (3) a decrease in the consumption of plastic; (4) an engagement with people and quality; and (5) a commitment to animal welfare.

In the implementation of the above measures and in the performance of its 2020–2025 Strategic Sustainability Plan, the Group carries out environmental actions such as the reduction of its carbon footprint; all electricity on its industrial facilities come from renewable sources; the use of photovoltaic power stations; a gradual annual reduction in the consumption of gas and water; the recycling and reuse of waste with the zero waste label; and a reduction in the consumption of plastic per product item.

In social issues, it has made a commitment to people, both to the internal work team and to the communities in which it conducts its business through its Corporate Social Responsibility Policy and by trying to cover the entire needs of people from a holistic perspective in three major areas: social inclusion, training and culture, and health and the environment.

Insofar as governance is concerned, it uses a compliance system to ensure the ethical management of the Organisation, whilst the Welfare Quality seal it has obtained certifies the welfare of all of the animals from the farms owned by it or that are outsourced for its production.

REVISION HISTORY:

Revision	Date	Description of changes
00	03/10/2022	Drafting of the Group's Marketing Policy to demonstrate its commitment to responsible marketing. This Policy serves as an official record of how various marketing initiatives and strategies are approached, and the points that are taken into account in this area.
01	19/03/2023	Update of the Policy's format and the content of the Sustainability section.
02	21/02/2025	Revision of the document to assess potential changes to it. This revision history has been added to this document so that there is a public record of changes made to it.

Girona, 21 February 2025



Signed: Elisabet Cañigüeral Borràs.

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