	Sustainability Management System	Facility: All Locations
	Responsible Marketing Policy	Issue date: August 8 th , 2023
		Revision Date: August 8 th , 2023
		Issued by: Director, Sustainability
		Approved by: Vice President, Sales and Marketing
		Document: EMS-10 (E)
		Version: 2023-1
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Lantic Inc. is committed to managing our business in an ethical way that respects the wellbeing of people and the environment. In line with this, the Company is committed to the responsible marketing of our products.

This document forms part of the Lantic Inc. Sustainability Management System.

Scope

The scope of our Responsible Marketing Policy covers all Lantic Inc. marketing and advertising activities in all Lantic Inc. companies and extends to external media partners who support the Company by providing media opportunities for marketing and advertising.

Guidelines



Employees involved in marketing activities must ensure:

- To respect all applicable marketing laws.
- Marketing communications are decent, honest and truthful.
- Any work conducted with influencers or YouTubers is noted as such.
- There is sufficient information for consumers and customers to understand how to use our products.
- Nutritional information and claims about health in marketing communications have a sound scientific basis.
- Portion sizes must be represented as appropriate for the intended consumers.
- Marketing communications should not exploit the inexperience or credulity of children (<13 years of age) or teens (13 – 17 years of age)¹.
- To be mindful of the environmental implications of marketing activities, in such areas as new product development, marketing activation plans, packaging and content recycling.

Employees involved in marketing activities must not:

- Alter images used in marketing communications in such a way that advertising is rendered misleading.
- Misuse technical data or use scientific terminology or vocabulary in such a way as falsely to suggest that a claim has scientific validity.
- Associate our products with, or feature within any Lantic Inc. marketing, themes, figures or images likely to cause serious or widespread offence to any race, colour, ethnicity, creed, religion, gender, gender identity and/or expression, national origin, citizenship, ancestry, sexual orientation, age or disability.
- Advertise in any media known for promoting violence, pornography, insulting behaviour, or inappropriately targeting children.

¹ As defined by the International Chamber of Commerce Marketing & Advertising Code and its Framework for Responsible Food and Beverage Marketing Communications.

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Document Governance

- It is the responsibility **of all EMPLOYEES of Lantic Inc. involved in marketing activities** to understand and incorporate the guidelines of this Responsible Marketing Policy. Policy violations or idea propositions should be communicated to the Director, Sustainability, or sustainability@lantic.ca.
- It is the responsibility **of Senior MANAGEMENT** to establish, document, implement, communicate, and maintain effective resource management in line with the values and actions identified in this document.
- It is the responsibility **of the Sustainability Team** to periodically review these guidelines in line with principles of the International Chamber of Commerce Framework for Responsible Food and Beverage Marketing.



Rod Kirwan, Vice President, Sales and Marketing

Revision Log		
Version	Date Changed	Reason for Change
2023-1	August 8, 2023	Document Creation