

RESPONSIBLE MARKETING POLICY

Südzucker Sugar Division

At the Südzucker Sugar Division, we are committed to responsible marketing practices that honor our duty to consumers, business partners and society. Operating in both the B2B and B2C sectors, we recognize our influence and the responsibility that comes with it, especially in the promotion of sugar products. This policy outlines our commitment to ethical marketing, with a focus on privacy, data protection, sustainability and especially careful consideration in advertising towards children. At Südzucker, we support and promote balanced diet and understand the role sugar plays in everyday consumption and therefore focus our marketing activities on customer value and transparency.

Honesty and Integrity: All marketing materials (including packaging) will accurately represent our products, avoiding misleading claims, such as health benefits. We are dedicated to transparency in our communications, ensuring consumers and business partners can make informed decisions. In light of the vast amount of information available today through digital channels, we aim to enable all people to make an educated decision based on the information we provide.

Diversity and Inclusion: We are committed to an inclusive marketing and communications approach that does not actively and intentionally exclude certain specific members of society. We will ensure that none of Südzucker Sugar Division's marketing activities are discriminatory or offensive in any way. We are committed to respecting diversity and to sending a clear signal against any form of discrimination, particularly on the basis of gender, age, religion, nationality, sexual orientation or social background.

Compliance with Regulations: Our marketing strategies and measures will adhere to the relevant legal requirements, including those regulating advertising, data protection and consumer rights. This commitment extends to ensuring that all of our marketing activities comply with advertising guidelines.

Südzucker AG · PO Box 10 28 55 · 68028 Mannheim · Maximilianstraße 10 · 68165 Mannheim · Phone +49 621 421-0
Deutsche Bank AG, Mannheim · BIC: DEUTDE33 · IBAN: DE12 6707 0010 0040 9623 00 · USt.-IdNr.: DE143837220

Supervisory board chairman: Dr. Stefan Streng · Executive board: Dr. Niels Pörksen (Vorsitzender), Stephan Büttner, Hans-Peter Gai, Thomas Kölbl, Dr. Stephan Meeder

Corporate headquarters: Mannheim · Registration court: Magistrates Court Mannheim, HRB 0042

Together as Südzucker Sugar Division, we exploit the full potential of new beet solutions.



Advertising and Children: Children are not a target group for our advertising activities. Our products, services, promotional materials and marketing communications are not intended to foster consumption by children. Furthermore, we actively monitor and review our marketing strategies to ensure compliance with this policy. We are committed to maintaining high ethical standards in our communications at all times. Recognizing the significant impact influencers have on their audiences, we are committed to working with them in a manner consistent with our responsible marketing principles. To this end, we carefully select influencers, particularly in the context of responsible product promotion to their audiences.

Environmental Responsibility: Our marketing practices reflect our commitment to sustainability and minimizing our environmental impact. We take seriously our responsibility to be accurate, transparent, complete and understandable in all marketing communications about sustainability. When we include the environmental impact of products or measures in our marketing activities, we make sure to communicate truthfully, understandably and transparently without misleading the target audience.

Privacy and Data Protection Commitment: We are committed to respecting the privacy of our consumers, customers and business partners and to protecting their personal data. We will always treat this data confidentially and with the necessary care. For this reason, we take all necessary precautions to ensure that the personal data provided to our company is processed and used transparently, for a specific purpose, comprehensibly, carefully and in compliance with the applicable statutory provisions of data protection law. We use strict security measures to protect personal data from unauthorized access and loss. The protection of the personal data of our consumers, customers and business partners has the highest priority in all our marketing activities and is an essential prerequisite to conducting our business activities with integrity.

IT (Information Technology) and Data Security in Digital Marketing: By integrating advanced security protocols and continuous monitoring, we safeguard our customers' data and maintain their trust. Our commitment to cybersecurity is unwavering, as we continuously adapt to the latest security standards and technologies to protect sensitive information in our digital marketing initiatives.

Applicability and Obligation of these Principles: These responsible marketing principles apply to all marketing activities regardless of channel, country, target group or related topic and are monitored by local brand and marketing managers and the responsible leadership. Supporting partners such as advertising and media agencies, influencers, etc. must also comply with these principles.

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