

Responsible Marketing and Communication Policy

Fratelli Carli S.p.A. Società Benefit adopts an approach to marketing and communication that is founded on transparency, honesty and respect, and is consistent with its values, Benefit Company Articles of Association, and Gender Equality and Inclusion Policy.

The company undertakes to ensure that all of its communication activities — institutional, promotional and informational, and including the website, social media accounts, newsletters, advertising campaigns and publishing materials — accurately and consistently reflect its corporate identity, promoting quality, Mediterranean culture and a commitment to sustainable development.

Specifically, Fratelli Carli undertakes to:

1. Guarantee clarity, truthfulness and transparency

All content is based on accurate, verifiable and readily comprehensible information. The company avoids all forms of communication that may be ambiguous, misleading or offensive to individuals, groups or competitors.

2. Cultivate authentic, inclusive relationships

The company's marketing and public relations activities are geared towards building relationships based on trust, listening and participation. The communication style is simple, respectful and accessible, focused on a culture of well-being, sustainable products and close links with the local area.

3. Guarantee respect, diversity and inclusive representation

The company adopts a language and an image that are respectful of gender, age, cultural and individual differences, avoiding stereotypes and discrimination. In keeping with UNI/PdR 125:2022, Fratelli Carli promotes accessible, fair communication, inspired by the values of inclusion.

4. Manage external relations with integrity

Participation in events, collaboration with entities and organizations, and relations with the media and institutional stakeholders are based on criteria of consistent values, responsibility and honesty.

5. Develop skills for on-going improvement

The company guarantees on-going training and further training to the people involved in communication and marketing, ensuring they are consistent with the corporate principles and compliant with regulations.

This policy is an integral part of the company's Management System, and is subjected to checks, audits and regular reviews to ensure it remains efficient and aligned with the company's strategic objectives.

It is approved by the Board of Directors, communicated to everyone in the organization and made available for consultation within and outside of the company.

THE Chief Executive Officer

Carlo Carli

