

# MONCLER

GROUP

## **ETHICAL MARKETING AND ADVERTISING POLICY**

The Moncler Group<sup>1</sup> (hereinafter also “the Group”) founds its relations on trust and transparency. For this reason, the Group conducts every marketing and communication initiative responsibly across all channels, paying close attention to how, what and with whom it communicates.

In particular, the Group is committed to complying with the following principles in all marketing campaigns, and any external and internal communications:

### **RESPECT LOCAL REGULATIONS AND LOCAL CUSTOMS IN MARKETING AND COMMUNICATION ACTIVITIES**

The Group is constantly committed to complying with all the relevant applicable regulations and customs relating to advertising and communication activities in force in each of the countries in which it operates.

### **RESPECT EVERYONE’S DIGNITY AND ENHANCE DIVERSITY AND INCLUSION**

All the images and messages shared are carefully defined so as to be in line with company values, to respect human dignity, to celebrate and encourage everyone’s identity and point of view without discrimination, and never promoting or condoning violent behavior or dangerous conduct.

### **RESPECT AND PROTECT THE MOST VULNERABLE**

The Group pays attention to communications addressed to the most vulnerable categories. When working with the Children’s collection, it ensures absolute respect for the fundamental principles underlying the protection of minors.

For this reason, the Group commits to have parents and adults as the target audience, and never children. Moreover, during shoots, all the children that participate in campaigns and that spontaneously collaborate, have to be accompanied by an adult at all times, and their school attendance has to be guaranteed.

Particular attention is also paid to ensure that no marketing and communication activities are offensive or harmful, not only to children, but to any vulnerable market categories.

### **COMMUNICATE TRANSPARENTLY TO CUSTOMERS ABOUT COMPETITORS’ PRODUCTS OR COMPANIES**

The ethical principles of honesty, fairness and integrity adopted by the Group within the framework of fair competition, are also applied to marketing actions and communication campaigns in order to always ensure honesty towards our stakeholders and to not create any disinformation on competitors’ products or services.

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<sup>1</sup> Moncler Group refers to Moncler S.p.A. and to any other company that is directly or indirectly controlled by or is under common control with Moncler S.p.A.

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## **PROVIDE COMPLETE, ACCURATE AND TRANSPARENT INFORMATION ABOUT PRODUCTS**

The Group commits to providing clients with all of the necessary information to allow them to make informed choices about products, and to improve their shopping experience.

With reference to labeling, the Group work ceaselessly to guarantee full compliance with applicable national and international regulations. Where appropriate, textile products feature a label with information, translated in at least ten languages, regarding products' composition, the country of manufacture, as well as washing and care instructions.

In addition to this, customized labels are applied to garments intended for specific markets.

Moreover, for some raw materials like the ones of animal origin, further information is included on the label. With regards to down, in Moncler's brand a "DIST-certified down" label has been inserted into all garments, guaranteeing that the down in the garment is certified according to principles set out in the DIST (Down Integrity System & Traceability) Protocol, which governs animal farming methods and respect for animal welfare, as well as the traceability and technical quality of down. Stone Island only buys down certified under RDS (Responsible Down Standard) certification.

## **COMMUNICATE ACCURATELY AND TRANSPARENTLY ABOUT SUSTAINABILITY TOPICS**

The principles of transparency, and of responsibility, on which the Group's communication is founded, also apply to sustainability. The company commits to not over-claim avoiding the use of any misleading terminology or exaggerated claims.

Through adhering to the responsible marketing and communication principles mentioned above, the Group aims to promote its products in an ethical way, and make clients increasingly aware of the social and environmental challenges that the world and local communities are facing.

All the information related to the Group sustainability performance and targets transparently communicated through the Consolidated Non-Financial Statement and the Moncler Group website are certified under a third party.