

PANGAIA

Responsible Marketing and Communications Principles for PANGAIA

For any inquiries related to our Responsible Marketing Key Principles, please contact customerservice@thepangaia.com.

At PANGAIA, we are committed to responsible marketing and communication practices that align with our values and contribute to our positive Earth ambitions. Our Responsible Marketing Key Principles guide our approach across various platforms, ensuring transparency, authenticity, and ethical conduct in all our communications.

Ethical Marketing Principles

Legal, Decent, Honest, and Truthful: All marketing communications must adhere to legal standards and be characterized by decency, honesty, and truthfulness without exception.

Respect for Human Dignity: Marketing communications must respect human dignity, prohibit discrimination, and incorporate social responsibility.

Clarity on Product Value and Pricing: The value and pricing of products or services promoted in marketing communication must be clear and accessible for consumers.

Distinguishability and Transparency: Marketing communications should be distinguishable from other types of communication. Advertisements, including "native advertisements," must be readily recognizable, and the true commercial purpose should be transparent.

Clear Identity: The identity of the brand or product must be clear throughout marketing communications.

Respect for Rules Applicable to Children and Teens: Marketing communications must respect rules applicable to children (under 12) and teens (between 13 to 17), ensuring content is clearly distinguishable.

Data Protection: When collecting personal data, clear awareness of the purpose and compliance with data protection laws, such as GDPR, is paramount.

Consumer Rights: Appropriate measures must be in place to ensure consumers understand and exercise their rights, including opt-out options and rectification of personal data.

Respect for Consumer Preferences: The choice to not receive marketing communications through specific mediums must be respected without exception.

PANGAIA

Environmental marketing

PANGAIA is committed to continuously evolving its marketing practices in response to the complexity of changing legislation. In alignment with the UK Green Claims Code and EU Green Claims Directive guidance, we have established robust marketing standards as part of our broader impact strategy to safeguard our customers. Our commitment involves transparently disclosing product attributes through all communication channels, ensuring consumers fully understand the key impact-related features of our products.

We strive to uphold principles like clear communication, avoiding exaggeration, and presenting evidence-backed claims, to ensure that we do not knowingly mislead the consumer.

Furthermore, we mandate that all team members involved in crafting and disseminating sustainability claims stay up to date with the latest public guidelines, including those from the Competition and Markets Authority (CMA). Internal guidance and training initiatives have been implemented to ensure compliance with green claim requirements.

Political and Partisan Campaigns

PANGAIA does not engage in partisan campaigns and refrains from working with political parties, sects, or organizations spreading ideological propaganda.

Corporate and Industry Engagements

PANGAIA participates in various industry organizations, alliances, and initiatives to set standards, promote transparency, and address societal challenges.

As a responsible business with a global presence, PANGAIA applies these key principles to all employees and business partners within our sphere of influence. Non-compliance may result in appropriate measures being taken with immediate effect. For further inquiries, contact customerservice@thepangaia.com.

PANGAIA

Diversity, Equity and Inclusion Principles

I. Commitment to Diversity and Inclusion:

- PANGAIA is dedicated to fostering diversity and inclusion in all aspects of our marketing strategies, reflecting the rich tapestry of perspectives and experiences that make up our global community.

II. Authentic Representation:

- Our marketing materials will authentically represent the diversity of our audience, featuring individuals from various backgrounds, ethnicities, genders, abilities, and ages to ensure a true reflection of the world we live in.

III. Inclusive Messaging:

- All marketing messages will be crafted with inclusivity in mind, avoiding stereotypes and language that may marginalize or exclude any particular group. We strive to create content that resonates with diverse audiences.

IV. Accessibility:

- We are committed to making our marketing content accessible to everyone. This includes ensuring that our materials are available in multiple languages, using inclusive design principles, and providing alternative formats where necessary.

V. Collaboration with Diverse Creators:

- PANGAIA actively seeks to collaborate with a diverse range of creators, influencers, artists, and content producers to bring varied perspectives and creative insights to our marketing campaigns.

VI. Employee Diversity and Inclusion Training:

- Our marketing team undergoes regular training on diversity and inclusion to enhance their understanding of cultural nuances, biases, and sensitivities, fostering a more inclusive approach in campaign development.

VII. Celebrating Cultural Moments:

- PANGAIA recognizes and celebrates cultural events, holidays, and milestones relevant to our diverse audience, integrating inclusive messaging that reflects the significance of

PANGAIA

these occasions. We must also consider the timing, context and language used in order to avoid being culturally insensitive. It is important for us to include others with better understanding and knowledge within the creative process to avoid any insensitive content being produced. This, for example, could include marketing around cultural events such as religious holidays, landmark historic anniversaries or protest movements.

VIII. Inclusive Partnerships:

- PANGAIA seeks partnerships with organizations and influencers that share our commitment to diversity and inclusion, working collaboratively to amplify positive messages and contribute to a more inclusive industry.

IX. Continuous Improvement:

- We regularly assess and reassess our marketing strategies, seeking feedback from our audience and stakeholders to continuously improve our efforts in promoting diversity and inclusion.

By adhering to these principles, PANGAIA aims to create a marketing environment that celebrates diversity, fosters inclusivity, and resonates with a wide range of individuals, reflecting our commitment to a more equitable and understanding world.