



KT&G Responsible Marketing Policy



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Enacted August 3, 2023

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Overview

Purpose

KT&G promise to follow the laws enacted based on the Framework Convention on Tobacco Control (FCTC) of the World Health Organization (WHO). Through this Policy, we intend to institute a clear set of principles and standards for the marketing and sales of tobacco products. We promise to sell all tobacco products of KT&G including traditional cigarette products and NGP, etc. only to adult consumers that are legally allowed to purchase our products. We will make efforts to deliver transparent and clear information about product characteristics and directions for use and thereby ensure the right of consumers to make sensible choices, build trust by communicating with consumers through various channels, and guarantee the basic rights of consumers.

Scope of Application

This Policy applies to all products sold by KT&G, and we comply at all times with the marketing regulations of each country and market in which KT&G's products are sold. If any requirements of this Policy are found to be inconsistent with the laws and regulations of any country in which KT&G sells its products, the principles and standards that are more stringent will apply in priority.

Principles of Responsible Marketing

Compliance with Domestic and Foreign Laws and Regulations

KT&G strictly complies with the domestic regulations relating to the marketing and sale of tobacco products under the National Health Promotion Act and Tobacco Business Act enacted in reference to the FCTC of WHO, and even in cases of countries that import KT&G's products, we will make active efforts to conduct responsible marketing activities in accordance with the tobacco regulations of each country. In addition, by forming an internal control department and performing advance reviews, we will monitor whether product marketing and sales activities are conducted in accordance with this Policy and thereby enhance the effectiveness of this Policy.

Protection of Minors

The marketing of all tobacco products target only adult consumers, and access by minors is prevented, such as requiring adult authentication when visiting the website. To prevent teenage smoking, we sponsor the annual "Teena ger Smoking Prevention Campaign."

Creation of Environment for Sound Industrial Regulatory

We support the regulatory authority in establish establishing reasonable marketing regulation policies through sufficient discussion and societal consensus, since the tobacco industry has various stakes in tobacco farm protection, exports, taxation, employment and distribution. Moreover, we will cooperate with external institutions on a continuous basis to build a sound distribution and marketing structure, including cooperation in illegal tobacco control and prevention activities.

Consumer Rights Protection

KT&G contributes to adult consumers' sensible choice of products by delivering transparent and clear information about product characteristics and directions for use. To secure the basic rights of consumers, KT&G communicate with consumers through various channels such as CS centers and company website and reflect consumer opinions in our products and service.

Offering of Responsible Product Information

We place the product information and written and graphic warnings required by domestic and foreign regulations on all product packaging , and we will fulfill our responsibilities in product advertisements and marketing by refraining from the use of language that may confuse or mislead consumer consumers. When conducting marketing activities, we will not associate tobacco products with, or emphasize, any specific value set such as sports, sex, success, expertise, etc.

Category	Compliance
Product for Domestic Sale	• Indicate written and graphic warnings pursuant to the Tobacco Business Act and National Health Promotion Act • Disclose tar and nicotine levels
Product for Export	• Comply with local regulations such as written and graphic warnings, disclosure of tar levels, etc.

Internal Control Procedure on Marketing, Advertising

KT&G prevents violations of laws and regulations relating to marketing and advertising in advance through adoption of its internal control procedure. KT&G prevents potential violations in advance through voluntary evaluation by officers and employees through the use of a checklist or legal review by the legal department or outside legal counsel.

We plan to continuously improve this Policy based on the results of monitoring of the domestic and foreign trends relating to the marketing of tobacco products, and we will exercise our best efforts to practice the social responsibility of the tobacco industry.