

CORPORATE POLICY

RESPONSIBLE MARKETING

Purpose and Scope

Purpose

At Reckitt, we reach millions of people every day with our communications, products and solutions to protect, heal and nurture in the relentless pursuit of a cleaner healthier world. Building trust with our consumers, customers and partners is therefore essential to us. We believe this is done by making good decisions and ethical choices, following the spirit of our Compass of 'Doing the Right Thing Always' and our [Code of Conduct](#).

We make this promise when it comes to all of our marketing activities and communications. Our principles on ethical marketing, which are published on reckitt.com, capture the core features of how we achieve this.

However, we believe trust can only be built with full transparency. This is why we have now created this policy, so we can describe the detail of how we intend to keep this promise and hold ourselves accountable externally.

Our marketing activities and communications are also influenced by ethical sourcing, product quality, pricing and consumer privacy. These have separate and detailed policies of their own. You can also view these on reckitt.com for further information.

Scope

By marketing communications and activities, we mean any communications or activities that are intended primarily to promote products or to inform our consumers' behaviour. This covers the whole marketing lifecycle of our products, from generating our first idea about a product, to selling it to our consumers through to consumer care and advice.

This will involve advertising as well as other tools and techniques, such as promotions, sponsorships, direct marketing or digital marketing communications. Communications is an ever-evolving field and as such we look to industry-leading external bodies that we already work with to adopt the latest developments and practices, some examples being audio, new digital tools, Artificial Intelligence, connected packaging, augmented reality and digital points of sale.

Our expectation is that everyone involved in our marketing communications and activities understands and acts by the principles and ethical values that we uphold.

This policy therefore applies globally. It covers all Reckitt staff, contractors and sub-contractors, as well as anyone else we engage to act on our behalf (such as marketing agencies and influencers).

Key Policy Statement

Reckitt's marketing communications and activities may be directed towards communicating our brands' superior solutions and performance either alone or in combination with their Purpose and fight.

Irrespective of their subject matter, marketing communications and activities will be compliant with this policy.

Our brands will all promote and advocate responsible marketing

As our Code of Conduct states, Reckitt believes in superior solutions and product quality. We want to communicate this superiority effectively. Because we believe in communicating responsibly, we do not prepare or release our marketing communications and activities without appropriate checks.

These checks are performed by our Legal, Marketing, Medical, Nutritional Science, Regulatory, Research & Development and Safety teams. The checks ensure that, among other things, our marketing communications and activities:

- are legal, decent, honest and truthful;
- respect human dignity and do not incite or condone any form of discrimination, including that based upon ethnic or national origin, religion, gender, age, disability or sexual orientation;
- when relating to verifiable facts, are capable of substantiation;
- are clearly distinguishable as marketing, whatever their form or medium;
- are transparent about their true commercial purpose, which is not misrepresented;
- respect and protect the privacy of individuals by complying with relevant rules and regulations;
- take special care when directed to teens, or featuring teens or children.

These checks are to prevent unacceptable breaches of this policy. They concern the suitability of marketing communications and activities as individual statements and keeping their integrity as we use them across different communications channels and materials.

This will also allow us to ensure our marketing communications and activities:

- do not contain or refer to any testimonials, endorsements or supportive documentation unless genuine, verifiable and relevant;
- do not contain any visual portrayal or any description of potentially dangerous practices, or situations which show a disregard for safety or health, as defined by local national standards; and
- do not directly advertise to children under the age of 13 (and any health &

wellness education programs for those age groups are specifically requested by or agreed with school administration).

In doing this, we are guided by the [ICC Advertising and Marketing Communications Code](#), which seeks to protect consumers and sets out high responsible marketing standards.

As a member of the WFA (World Federation of Advertisers), we therefore support the ICC Advertising and Marketing Communications Code and the general development and integration of self-regulatory advertising principles across the world.

Understanding a brand's purpose

We are working towards ensuring that all our marketing communications and activities start from understanding the brand's Purpose. Every brand Purpose is anchored in the UN Sustainable Development Goals.

Embedding Purpose into the brands' footprint and strategy helps us to deliver our corporate Purpose and Fight, and meet our [Sustainability](#) and [Social Impact Ambitions](#), so we can meet our goal of reaching 2billion people with our Purpose-led products, campaigns and activations by 2030.

Our marketing leaders define the Purpose of our brands, working with other Reckitt leaders and external partners. They also make sure their marketing teams apply and understand this policy.

We do this because we firmly believe that embedding Purpose into our brands' footprint and strategy will help us deliver our corporate Purpose and Fight, and ultimately have a positive societal impact.

Three foundations for responsible marketing to thrive

Our responsible marketing principles confirm three core foundations that help drive responsible marketing into the heart of our business and build the necessary capabilities to deliver our Purpose and Fight.

Diversity & Inclusion

We operate an inclusive culture, where everyone is treated fairly and equally, representing the diverse geographies Reckitt operates in.

This standard also applies to all our marketing communications and activities, across all our brands and products. We have committed to serving communities that are at the heart of our Purpose strategy, ensuring that they are not only accurately represented but also served better through our products, solutions and marketing communications.

As part of this, we commit to working with industry participants to support the [WFA's Guide to Diversity and Representation](#) and its ongoing implementation and evolution.

Partnerships

We cannot drive positive societal impact alone. Partnerships are needed to bring our Purpose to life both at corporate and brand level. There are so many people that need to come together to make our ambition for sustainable and Purpose-led brands a reality - suppliers, product innovation partners, non-governmental organisations, governments, academic institutions, retailers, advertising and media partners. This approach reflects how we want to make improvements at every stage in our marketing activities and communications.

Our partnership ecosystem is therefore carefully set up to help us deliver on our promises that we make under this policy. In selecting our partners, we make sure they apply the same level of standards as we do, so that they are best placed to help us drive our Purpose.

We expect our staff to carry out checks before selecting a new partner, and make sure that partner can meet the principles of this policy and our [Third Party Code of Conduct](#) before entering into any contract.

Sustainability

We are committed to making sure that our marketing communications and activities that relate to sustainability do not exaggerate our brands' or products' sustainability features. We have clear principles on what we should or shouldn't say with regards to the environmental footprint of our brands: our global sustainability claims guidance.

We continuously review new directives and principles (such as the Green Claims Code issued by the [Competition](#) Markets Authority in the UK) to make sure that we keep this guidance and our marketers up to date with the latest laws and regulations. When applying the guidance we take a science based view of the full impact of the product across carbon, water, packaging, ingredients and other factors as relevant. This is in addition to following the guidance of the ICC Advertising and Marketing Communications Code.

This is one of the ways in which we ensure that any external certifications that we declare are made in strict accordance with their applicable conditions of use and are not misleading to the consumer.

Requirements for Additional Activities

Training and onboarding

We offer regular training to everyone in scope for this policy, to make sure they understand and follow its principles. We embed this training within guidance on marketing skills and capabilities, so that our responsible marketing is seen as a fundamental part of our actions and not a side-requirement.

Monitoring and Reporting

Within our company we have a Speak Up line to give all employees and consumers the possibility to raise concerns about Policy compliance anonymously. We track all

consumer concerns about marketing through our consumer care lines and any time there is a concern it is escalated and investigated.

We look to continuously make changes in our processes based on feedback we receive, including allowing consumers to track the progress of their complaints once submitted.

We ensure lessons from historic failures in responsible marketing are recycled back into the company's systems, procedures, protocols, guidance and training. Our teams seek opportunities to understand commonalities and differences across different markets, and then understand, respect and capture the local sensitivities that drive any differences.

In order to provide reasonable assurance that this policy is appropriately implemented, we perform ongoing audits and adherence checks. This data will be included in future Reckitt Annual Reports, and will be based on relevant key performance indicators, such as our targeted timeframe of 90 days for responding to consumer complaints.

Contact Information

If you ever have doubt about the right course of action, or if you have questions about this policy or compliance with it, please consult a member of the Marketing Leadership team.

Discipline for Non-Compliance

We are committed to ensuring all our marketing communications and activities are carried out responsibly. Any violation of this policy may result in disciplinary action. It is therefore important that you familiarise yourself with this policy and strictly adhere to it. If you have any questions or concerns, please consult a member of the Marketing Leadership team. Any potential breaches are initially assessed by the relevant line manager and their designated Legal support.

Please note that violations of one of our policies or processes may also constitute violations of law and may result in civil or criminal penalties for which staff will be held responsible. In some cases, we may have legal or other obligations, or may otherwise determine that we should report violations to the appropriate enforcement authorities. Leaders in Reckitt are expected to demonstrate the appropriate "tone at the top" and provide the necessary guidance and support to their team members, allowing them to comply with the provisions of this policy.

Applicability of this Policy

This policy supersedes all previous versions of any policy, standard operating procedure and guidelines (global or local) regarding responsible marketing.

All our marketing communications and activities must follow all other relevant Reckitt policies, with particular reference to the ones set out below.

Privacy Policy

All our marketing communications and activities must follow the requirements of our [Privacy Policy](#).

Breast Milk Substitute Policy (BMS)

Any marketing communications and activities we issue with respect to breast milk substitutes must globally follow the requirements of the [Corporate Policy and Procedure on the Marketing of Breast-Milk Substitutes \(as set out in more detail in the BMS policy\)](#). They must also follow our [Nutrition Pledge](#).

Healthcare Professionals Communications (HCP)

All marketing communications and activities must also follow our [Corporate Policy on Interactions with Healthcare Professionals and Entities](#).

Responsible Advocacy Policy

All those within the scope of this policy must also follow our global [Responsible Advocacy Policy](#).

All third parties must follow the principles of this Policy and our [Third Party Code of Conduct](#).

Appendix

The UN Sustainable Development Goals can be viewed here: <https://sdgs.un.org/goals>

Glossary of terms

Term	Definition
ICC	International Chamber of Commerce
WFA	World Federation of Advertisers

Approvals & Version Controls

Policy Name

Policy reference / version:

Policy Effective Date:

Role	Name	Title	Signature Approval
Author	Alice Moore	Global Director Purpose-Led Brand Building	
Owner	Fabrice Beaulieu	EVP CDO Hygiene and Group Marketing Excellence	

Approver			
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