

<p><b>Contact officer:</b> Nathalie Visser-van Popering</p> <p><b>Function:</b> International Marketing Manager</p>	<p><b>Marketing and Labelling Policy</b></p> <p><b>GRI 417:</b> 103-1, 103-2, 103-3, 417-1</p>	<p><b>Issue date:</b> 6 February 2019</p> <p><b>Last review date:</b> 17 May 2021 (V3.0)</p> <p><b>Next review date:</b> 17 May 2023</p>
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## Introduction

### Purpose

LC Packaging International B.V. (LC Packaging) is committed to fair and responsible marketing and labelling of our packaging products. We aim to position and promote the LC brand in a reliable and transparent way and to provide information that helps our customers make informed purchasing decisions. The topic of sustainability is embedded in all of our strategic and operational marketing activities and includes the objective to communicate our sustainability initiatives to our internal and external audiences. This is in line with the LC Packaging long-term sustainability vision for 2022: No Time to Waste. This policy contains our commitment to ensure that the marketing and labelling of our products is organised in a consistent and transparent way, and that it results in zero incidents of non-compliance with applicable regulations and/or voluntary codes.

### Scope

The contents of this policy are intended for all employees, part time workers, interns, contractors of LC Packaging International B.V., its affiliates and production sites.

## **Policy objectives**

The LC Packaging International Marketing & Communication Department has an example role in carrying out the LC brand conform the vision and values. Our responsible Marketing and Labelling policy sets forth our expectations in this regard.

We are committed to:

- engaging in ethical sales and marketing practices that meet the standards set by external regulations, codes and practices;
- providing accurate and scientifically substantiated communication to achieve clarity, accuracy and transparency in all of our communications;
- launching and maintaining sustainable Marketing and Communication programs and practices, for example when it comes to sponsoring, give-aways, sales collateral and training sessions;
- providing accessible and adequate information with respect to the positive and negative economic, environmental and social impacts of our products and services;
- maintaining a level of zero incidents of non-compliance with regulations and / or voluntary codes concerning marketing communications and product and service information and labelling.

## Policy measures

LC Packaging strives to achieve the objectives with the following measures.

LC Packaging:

- commits to meeting the minimum legal requirements dealing with marketing practices and all applicable global, regional and local industry codes relevant for our business;
- avoids harmful stereotypes and seeks to depict positive and progressive gender portrayals, by applying the 3P's: Presence, Perspective and Personality;
- refrains from 'greenwashing' by providing a realistic picture with regard to our sustainability initiatives. We aim to be honest and transparent and provide proof about our sustainability initiatives. For example, we use our annual [Sustainability Update](#) to communicate about the progress that we make, including the challenges that we face along the way. In addition, we use genuine claims that are supported by metrics that are based on objective measurements.
- uses a certified CRM system that is compliant with GDPR to assure customer privacy and data protection;
- ensures that all advertising undergoes an internal review for accuracy and compliance;
- safeguards consistency of information irrespective of form and forum (e.g. press information, social media, customer mailings);
- informs its employees about rules and regulations in relation to sharing copyright-protected (published content from print or digital sources) content without permission, to prevent that employees share any of such content on behalf of LC Packaging;
- aims to find shared values between LC and the theme of sponsorship programs. We decline programs that work against our sustainability vision and company values;
- prefers sustainable give-aways / gadgets, e.g. pencils that can be planted after use, re-usable note books, cardboard chocolate boxes, water bottles containing recycled plastic, etc.;
- promotes the digital version of our sales collateral over printed materials and develops online presentation tools;
- develops and uses tools that support / facilitate online meetings and training sessions to minimise the need to travel;

- provides relevant documents to customers to provide crucial information regarding safe usage of our FIBCs and any potential risks, such as the safe use of LC Packaging FIBCs poster and Material Safety Data Sheets for Polypropylene FIBCs provided by Dutch-Bangla Pack Ltd. For other products, Safety Data Sheets and Declarations of Compliance are provided to our customers;
- ensures to label on the products all relevant safety information to our customers to ensure safe handling and usage;
- ensures to label on the products the risk to our customers that each packaging product poses to consumers in the form of warnings and precautions if misused;
- labels on the products the relevant safe disposal of all packaging with advice on recycling methods available;
- ensures to communicate, in the form of labelling, any hazardous substances which have been in use in the production of the packaging;
- ensures the recycled packaging produced meets the minimum legal requirements such as the Repak certification awarded to LC Packaging Ireland;
- strives to include information about the composition and usage of FIBCs in a material passport, for the purpose of assisting customers in finding the most appropriate after-use or recycling solutions at the end of the FIBC's life cycle.

### **Approval of policy**

**Name:** Lucas Lammers, CEO LC Packaging

**Date:** 17 May 2021

**Signature:**

A handwritten signature in blue ink, appearing to be 'L. Lammers', written in a cursive style.