

江苏今世缘酒业股份有限公司
负责任营销政策
Jiangsu King's Luck Brewery Joint-Stock Co., Ltd.
Responsible Marketing Policy

江苏今世缘酒业股份有限公司（以下简称“公司”）制定该政策，保障公司在遵守相关法律、法规和商业道德的前提下，进行负责任的市场营销、广告宣传和产品推广，旨在提升公司可持续运营和发展，体现公司的社会责任价值观。

Jiangsu King's Luck Brewery Joint-Stock Co., Ltd. (hereinafter referred to as the "Company") has formulated this Policy to ensure that the Company conducts responsible marketing, advertising, and product promotion in compliance with applicable laws, regulations, and business ethics. This Policy is intended to support the Company's sustainable operations and development and reflect its social responsibility values.

一、适用范围

I. Scope of Application

本政策适用于公司所有职能部门及子公司的全体员工。

This policy applies to all employees of the Company's functional departments and subsidiaries.

二、负责任营销要求

II. Responsible Marketing Requirements

公司严格遵守所有涉及营销实践相关的法律法规，以及适用于公司相关业务的行业规范，包括但不限于《中华人民共和国民法典》《中华人民共和国产品质量法》《中华人民共和国反不正当竞争法》《中华人民共和国广告法》《中华人民共和国消费者权益保护法》等。

The Company strictly complies with all laws and regulations governing marketing practices and the industry standards applicable to its relevant businesses, including but not limited to the Civil Code of the People's Republic of China, the Product Quality Law of the People's Republic of China, the Anti-Unfair Competition Law of the People's Republic of China, the Advertising Law of the People's Republic of China, and the Law of the People's Republic of China on the Protection of Consumer Rights and Interests.

三、负责任营销承诺

III. Responsible Marketing Commitments

（一）不得虚报产品或服务。

(1) The Company shall not make false claims about products or services.

（二）不得就公司产品、服务、业绩作虚假或误导性陈述，或就竞争对手的产品、服务作误导性陈述。

(2) The Company shall not make false or misleading statements about its products, services, or performance, or misleading statements about competitors' products or services.

（三）在经营场所的显著位置设置标识、提示，禁止向未成年人销售酒类产品。

(3) Signs and notices shall be displayed prominently at business premises to prohibit the sale of alcoholic beverages to minors.

（四）所有营销政策、广告及营销活动材料必须经过相关部门的审核，及授权管理人员的批准，以确保准确性及合规性。

(4) All marketing policies, advertisements, and marketing campaign materials must be reviewed by the relevant departments and approved by authorized management personnel to ensure accuracy and compliance.

（五）充分尊重和保护客户、消费者及关联方的隐私和数据。

(5) The privacy and data of customers, consumers, and related parties shall be fully respected and protected.

（六）积极开展消费者培育活动，提升消费者评估产品和服务的能力，引导消费者理性消费。

(6) The Company shall actively conduct consumer education activities to strengthen consumers' ability to assess products and services and encourage responsible consumption.

(七) 定期面向涉及营销的全体员工开展负责任营销培训，提升员工负责任营销意识。

(7) Responsible marketing training shall be provided regularly to all employees involved in marketing to strengthen their awareness of responsible marketing.

(八) 积极开展渠道商培训，提升渠道商规范化经营、产品销售服务能力，更好开展负责任营销。

(8) The Company shall actively provide training to channel partners to strengthen their compliant operations and product sales and service capabilities and enable them to conduct responsible marketing more effectively.

(九) 畅通消费者咨询、投诉、售后服务通道，充分保障消费者权益。

(9) The Company shall maintain accessible channels for consumer inquiries, complaints, and after-sales services to fully protect consumer rights and interests.

(十) 妥善保存相关营销材料，以便在需要时供评估或审核。

(10) Relevant marketing materials shall be properly retained for assessment or audit when required.

(十一) 确保社会及环境影响声明的真实性与准确性。

(11) The truthfulness and accuracy of social and environmental impact claims shall be ensured.

公司致力于确保所有关于公司社会及环境影响的营销声明全面、客观、准确，拒绝夸大公司在社会和环境领域所产生影响的任何说法，避免任何形式的“漂绿”行为。

The Company is committed to ensuring that all marketing claims concerning its social and environmental impacts are comprehensive, objective, and accurate. It rejects any exaggerated claims about its social or environmental impacts and avoids all forms of greenwashing.

四、负责任营销审计与监督

IV. Responsible Marketing Audits and Oversight

公司建立完善的负责任营销审计程序，公司员工有义务接受上级部门、审计、纪律监察部门，以及社会公众的监督，并提供信访举报通道，以评估其负责任营销政策和产品推广的合规性。公司定期开展责任营销专项审计工作，对营销工作的不规范问题进行纠正。

The Company has established comprehensive responsible marketing audit procedures. Employees are required to accept oversight by their supervisory departments, audit and disciplinary inspection functions, and the public. The Company also provides petition and reporting channels to assess compliance with its responsible marketing policy and product promotion requirements. The Company regularly conducts dedicated responsible marketing audits and rectifies non-compliant marketing practices.

五、修订与审阅

V. Revision and Review

公司每年审阅本政策，并在必要时进行修订。

The Company reviews this Policy annually and revises it when necessary.