

THE MARKETING COMMUNICATION POLICY OF PCC ROKITA SA

In the era of the need to promote social responsibility and raise awareness of the impact that marketing activities exert on the market and its consumers, **PCC Rokita SA** recognises their increasing role in the shaping of behaviours and attitudes in the economic, ideological and moral terms. Therefore, the Company's marketing activities are carried out with respect to the generally applicable law, principles of fair trading and competition, human dignity and decency; and in the case of advertisements, it also takes into account the Customer's interest.

PCC Rokita SA commits itself to respecting the principles and values presented in this Policy and making every effort to ensure that they are respected and followed.

Employees involved in marketing activities are required to:

- Ensure that the content of all promotional and advertising materials of the Company is based on genuine information.
- Make sure that products' features and properties are presented in advertising materials in a reliable and objective manner.
- Ensure that the advertising message present in the media as well as on the Internet and all electronic media does not contain any content that violates personal rights, any elements of violence, hatred, offensive behaviour, or any manifestations of human rights violation.
- Apply and respect all provisions contained in the Code of Ethics in Advertising established by the Advertising Council (Polish: Rada Reklamy) and the Committee of Advertising Ethics (Polish: Komisja Etyki Reklamy), which provides the rules of ethical conduct for all employees involved in advertising and marketing activities.
- Respect international rules regarding ethics in advertising and marketing and act in these areas in accordance with the standards established by the European Advertising Standards Alliance (EASA).

Through pursuing the adopted Marketing Communication Policy, PCC Rokita SA strives to:

- Improve the Company's reputation of a reliable supplier and partner.
- Shape a positive view of the Company's operations among all Stakeholders based on reliable and true data.
- Achieve consistency between the marketing message and the adopted rules regarding communication standards.
- Build positive relations with Stakeholders in order to increase their trust in the Company.
- Support the Company's business activities.

The Management Board of **PCC Rokita SA** assures that the Marketing Communication Policy is comprehensible, and that it has been introduced and is being followed at all levels of the organisation.

Brzeg Dolny, 8th November 2017



Wiesław Klimkowski
President of the Management Board, CEO
PCC Rokita SA