

Date: 26.06.19 – Version 2
Owner: Head of Sustainability
Responsible: CMO
Accountable: CEO

Responsible marketing and public relations

1. Responsible marketing policy

The Vegetarian Butcher Collective communicates in an honest, transparent and responsible manner about its products, activities and social role. All our marketing and public relations communications accurately reflect who we are, what we stand for and the impact we have on people, animals and the environment. This way there are no ambiguities and we do not mislead anyone. To achieve this, we take the following criteria into account in all our online and offline communications (regardless of the target group):

- We only make statements that are correct, verifiable and based on reliable data.
- What we say is in proportion to what we really do.
- Our claims align with where we have an impact and not for matters beyond our control.
- We communicate honestly and openly about the social and environmental impact of our activities, both positive and negative.
- We use marketing and communication channels in a careful and responsible manner.
- Our language is clear and understandable to everyone, and available in forms and languages that suit the people we work with and communicate with.

These criteria apply to all forms of communication of The Vegetarian Butcher Collective, including packaging, website, social media, advertising, press releases, statements, campaigns, sustainability claims and to anyone who carries out marketing or PR work on behalf of The Vegetarian Butcher Collective.

All claims are subject to internal review and must be supported by verifiable information that is retained by the relevant team.

Responsible marketing checklist

- ☐ Can we prove the claim with scientific evidence?
- ☐ Is the claim proportionate?
- ☐ Is this really about our own impact?
- ☐ Are we honest about positive and negative sides?
- ☐ Is this the right channel for this message?
- ☐ Is the language understandable and accessible?

Our marketing colleagues are informed of this policy during onboarding and it is on the agenda during periodic meetings. In this way, we ensure that all colleagues are familiar with the criteria and that all our communications meet them.

This policy has been endorsed by Chief Marketing Officer. They are also ultimately responsible for ensuring that all our communications comply with this policy. The marketing teams are responsible for the execution of this policy.

2. Public relations policy

At The Vegetarian Butcher Collective, we believe it is important that we deal responsibly with lobbying activities and political involvement. That is why we set clear frameworks for employees, partners and representatives who act on behalf of The Vegetarian Butcher Collective.

We apply the following principles:

Positive social and environmental impact

We only lobby when this contributes to social or ecological improvement and is in line with our mission and values. Lobbying for short-term benefits without social added value is not allowed.

Based on reliable or scientific data

All positions we propagate must be demonstrably substantiated with reliable sources and/or scientific research. Employees must be able to provide this substantiation.

Political contributions

The Company does not make any financial contributions to political parties, candidates, or campaigns.

Employees are allowed to contribute privately, but never on behalf of the company.

Any mandatory branch levies are transparently accounted for and not used for party political influence.

Anti-corruption and integrity

We have a zero-tolerance policy for bribery, kickbacks, and undue influence. Gifts or entertainment above reasonable business standards are not permitted. Employees follow the internal code of conduct 'gedragsregels'.

Use of intermediary organizations

When lobbying through trade associations, consultants or other intermediaries, we use the following criteria:

- They must act in line with this policy.
- We carry out periodic checks on their views and activities.
- In the event of a conflict, we will take action, up to and including termination of the membership or contract.

Collective action and partnerships

The Vegetarian Butcher Collective actively participates in collective action initiatives, industry platforms and public-private partnerships that aim to accelerate the transition towards more sustainable and plant-based food systems.

This includes collaboration with:

- Academic institutions (e.g. public-private research partnerships),
- Non-governmental organisations,
- Retailers and industry peers in pre-competitive settings,
- National and international coalitions and industry associations.

These initiatives are focused on system-level change, such as consumer behaviour, regulatory frameworks and market conditions, and serve the public interest rather than short-term commercial advantage. The company allocates both financial resources and employee time to support these initiatives.

3. Governance of the Responsible Marketing & Public Relations Policy

This policy is approved by Chief Marketing Officer and will be reviewed at least annually, or earlier in the event of relevant legislative changes or new risks.

The responsibility for enforcing this policy lies with the head of corporate brands which oversees correct application. The policy is embedded in our governance structure through internal guidelines and communicated internally to relevant employees. Lobby-related priorities are approved by the Chief Executive Officer, taking into account the criteria above, reflecting the organizational responsibility for external affairs.

Lobby-related priorities and positions are periodically reviewed for alignment with this policy and the principles set out above. Relevant lobbying activities are transparently communicated as part of the company's annual Impact Report.

The Chief Marketing Officer ensures that marketing and communication activities are in line with the policy, in collaboration with relevant internal functions where appropriate.

This consistency with the policy is systematically checked in performance updates (at least every six months) between CEO and Head of Sustainability. Stakeholders who have concerns about our business operations or lobbying practices can report this through our official complaints and reporting procedure, as described in our grievance procedure.