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UNIMOT Group's Marketing Communication Policy

The UNIMOT Group conducts its business with the best interests of its stakeholders in mind, guided by transparency and due diligence in its operations. The Group also applies these principles in the advertising and promotion of products, including in direct marketing, digital media, the internet, on product packaging, in public relations activities, in marketing programmes and in sponsorships.

Therefore, by communicating with customers and directing marketing messages to them and by selling products, the UNIMOT Group is commits to:

- correctly and reliably mark (label) the products it markets and offers under the AVIA brand,
- reliably inform potential consumers about products, services and sales conditions,
- provide information on sales promotions in a way that makes it possible to know the exact terms of the offer, the conditions for taking advantage of it,
- communicate and label products in accordance with their intended use,
- provide accurate information on promotions and possible competitions,
- provide proper information to employees, including the employees of AVIA petrol stations, so as to minimise the risk of misleading customers, eliminating and condemning unethical behaviour of sellers towards customers (e.g. misselling),
- handle complaints and claims fairly and promptly and take corrective action based on them,
- use media houses whose reputation guarantees not only reliable but also ethical communication, excluding media and platforms that present ethically unacceptable content and flagrantly violate ethical principles,
- protect consumers, with particular regard to consumer sales regulations and the protection of personal data,
- communicate in accordance with current legislation and codes of ethics for advertising and public relations
- communicate accurately and transparently in traditional and social media, respecting the audience's involvement in the company's business processes,
- communicate only truthful, accurate and not misleading information about the Group,
- as far as possible, carry out an analyse the environment in order to comply with the Group's policies and interests - in particular, determining whether the context or place of publication of the marketing message will have a negative impact on the Group's image,
- not infringe on the personal or immaterial property of natural persons or legal entities, as well as legally protected works and trademarks, by means of marketing communications
- not to use the image of third parties or other entities without their prior consent,

- not to refer to data coming from an entity other than the UNIMOT Group, in particular surveys, rankings, ratings and statistical studies, without indicating the source of this data.

The Marketing Communication Policy supports the following objective included in the ESG Strategy: management of the UNIMOT Group for sustainable development (objective V), and directly the task through which the strategic objective is implemented (11 mentioned in the ESG Strategy).

This UNIMOT Group Marketing Communication Policy has been adopted by the Management Board of UNIMOT S.A. and applies to UNIMOT S.A. and all other UNIMOT Group companies. The Policy is publicly available and the Group makes every effort to familiarise relevant stakeholders with it.

The Management Board of UNIMOT S.A. declares to support the actions arising from this Policy and to provide adequate resources and means to implement the objectives and actions set out herein.