

# RELX Responsible Marketing Policy

RELX Technology (hereinafter referred to as “RELX”, the “Company” or “We”) is committed to operating and managing its business sustainably. When promoting and marketing the Company’s products and services, we comply with national laws and regulations and international standards. We protect minors through effective internal control, training, and supervision while providing adult consumers with safe, high-quality products.

This policy applies to the Company’s full-time and part-time employees, casual workers, and its subsidiaries and business partners such as agents and retailers.

## Responsible Marketing Principles

### 1 Minor protection

**Commitment:** We are committed to doing our utmost to protect minors by implementing mandatory age verification and strengthening the crackdown on sales channels that the Company does not formally authorize and/or do not comply with laws and regulations (hereinafter referred to as “illegal sales channels”). We do not promote and sell e-vapors to minors.

**Measures:**

- We do not implement advertising or marketing campaigns for those under 18. Our promotional materials do not use pictures, features, or metaphors that appeal to minors.
- We implement mandatory age verification, strengthen the crackdown on illegal sales channels, and do our utmost to minimize the risk of minors being exposed to e-vapors.
- Our product packaging and store display contain obvious warning signs to prevent minors from buying and using our products.
- We contract with agents, retailers, and other partners on mandatory age verification and prohibiting sales to minors.
- We only provide product samples to adult smokers who have made such requests where permitted by law.

### 2 Marketing in compliance with the laws and regulations

**Commitment:** We are committed to ensuring that our marketing content and methods comply with relevant laws, regulations, and industry standards, including but not limited to the Advertising Law of the People’s Republic of China and the Interim Measures for the Administration of Internet Advertising.

**Measures:**

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- All our product packaging must present the following signs, “this product contains nicotine,” the health risk warning, and “preventing minors use.”
- The Company has established copywriting communication and release and sales systems, including the RELX Copywriting Communication and Release Regulation, which stipulates the principles and prohibitive provisions to be followed in copywriting communication and release, including no exaggerated publicity, false publicity, or induced consumption.
- The Company has established a responsible marketing material review and supervision procedure. All marketing materials must be approved by the Company’s authorized management personnel.
- The Company regularly inspects agents and stores to verify whether their marketing activities comply with laws and regulations and the Company’s relevant policies and systems. For agents and stores that violate the rules, the Company will refer to the RELX Punishment Measures for Non-Compliance Market Conducts to impose corresponding penalties.

## **Training**

**Commitment:** We are committed to carrying out regular training programs, constantly reinforcing employees’ awareness of responsible marketing, ensuring that employees firmly abide by laws and regulations and the Company’s policies and systems at work, raising risk prevention awareness, and practicing corporate social responsibility.

**Measures:**

- We provide all employees with training on responsible marketing in various forms, such as online courses, regular department meetings, and information pushes on the internal work platform.
- We organize special training in various forms for all marketing personnel (including but not limited to the ongoing training on the Business Compliance Guidelines for all employees, the onboarding training program, and online/offline special training sessions) and timely share the latest laws, regulations, and routine cases, to improve employees’ risk prevention capabilities.

## **Implementation Approach**

The Company’s Board of Directors has the highest authority and ultimate responsibility for the Environmental, Social, and Governance (ESG) work. The Board of Directors has established an

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ESG Committee and authorized it to supervise the implementation of this policy.

The Company sets, monitors, and updates targets and KPIs based on business development and regularly discloses relevant progress in ESG reports, the official website, and other channels.

The ESG Committee approves this policy. The ESG Committee reviews this policy in due course or at least once a year.

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