

# Marketing in Compliance with Laws and Regulations

RELX requires stores and distributors not to use absolute descriptions, promote the efficacy of e-vapors, or induce consumption by minors and non-smokers in any promotion campaigns. We will not hold any exhibitions, forums, or expositions to promote e-vapor products and prohibit any advertising, promotion, or sponsorship concerning e-vapors. Our RELX 3C Management Regulations for Stores explicitly states that if a store sells e-vapor products to minors in violation of the regulations, its deposit will be deducted. In serious cases we will immediately cancel the cooperation and close the store.

RELX organizes various training sessions for front-line marketing employees on the latest laws and regulations and company policies and systems to ensure the effective implementation of responsible marketing policies. We also carry out online responsible marketing training and have launched a special module on responsible marketing training on the online learning platform RELXschool. We regularly publish guidelines for compliance marketing, the latest policies and regulations, and case analysis on the R Planet internal working platform every month to enhance employees' business compliance and risk prevention capabilities. The Channel Sales Team collates and summarizes recent key risks in marketing compliance in the monthly regular meetings to improve employees' awareness of responsible marketing. We have carried out seven special employee training sessions on responsible marketing to more than 1,000 participants. We also organize distributor marketing compliance training to clarify RELX's "red line" for compliance principles. In 2021, over 15,000 people attended distributor marketing compliance training. In the future, we will further expand and strengthen our marketing compliance training for partners, regulate our partners' business conduct, and ensure the effective implementation of marketing compliance in the entire industry chain.

The RELX trademark has been included in the Guangdong Provincial Key Trademark Protection List. In 2021, RELX was not involved in any lawsuits related to marketing, labeling, or advertising.



Picture The Business Compliance Guidelines series of articles released on the R Planet working platform

