

# MARKETING COMMUNICATION POLICY

## PCC EXOL SA

In the era of promoting social responsibility and raising awareness about the impact of marketing on the market and its consumers, **PCC Exol SA** sees increasingly important role of such activities in shaping behaviours and attitudes, in terms of economy, worldview as well as morality. Therefore, the marketing activities of the Company are carried out in compliance with the generally applicable provisions of law, principles of equitable trade and competition, human dignity and decency, and in the case of advertisement - also taking into account the interests of the Customer.

**PCC Exol SA** undertakes to make every effort so that the rules and values included in this policy will be respected and complied with.

### Employees dealing with marketing activities are obliged to:

- Ensure that all advertising materials of the Company are based on true information.
- Pay attention in order to present features and characteristics of the products in the advertising materials in a reliable and impartial manner.
- Ensure that advertising in media, on the Internet and on all electronic carriers will not include any contents violating personality rights, depictions of violence, hate, offensive behaviour or any traits of violating human rights.
- Apply all principles of the Code of Advertising Ethics established by the Polish Board of Advertising and the Polish Advertising Standards Committee, constituting a set of ethical rules for all employees of advertising and marketing departments.
- Respect international rules regarding ethics in advertising and marketing, and to work in this scope in compliance with the standards of European Advertising Standards Alliance (EASA).

### By implementing the adopted Marketing Communication Policy, PCC Exol SA strives to:

- Improve the Company's image as a reliable supplier and counterpart.
- Shape the positive evaluation of the Company's operations by its Stakeholders based on a reliable and true data.
- Coherent marketing communication with the adopted rules regarding communication standards.
- Create positive relationship with the Stakeholders, in order to increase their trust towards the Company.
- Support business activities of the Company.

The Management Board of **PCC EXOL SA** ensures that Marketing Communication Policy is comprehensible, announced and implemented on all levels of the organisation.

Brzeg Dolny, 20 November 2017

**Mirostaw Siwinski**  
President of the Management Board  
PCC EXOL SA

