

贵州茅台酒股份有限公司 负责任营销政策

Kweichow Moutai Co., Ltd. Responsible Marketing Policy

贵州茅台酒股份有限公司（以下简称“公司”）制定该政策，保障公司在遵守相关法律、法规和商业道德的前提下，进行负责任的市场营销、广告宣传和产品推广，旨在提升公司可持续运营和发展，体现公司的社会责任价值观。

Kweichow Moutai Co., Ltd. (hereinafter referred to as “the Company”) has formulated this Policy to ensure that the Company conducts responsible marketing, advertising, and product promotion, in compliance with relevant laws, regulations, and business ethics. It aims to enhance the Company's sustainable operations and development and to reflect its commitment to social responsibility values.

一、适用范围

I. Scope of Application

本政策适用于公司所有职能部门及子公司的全体员工。

This policy applies to all employees of the Company's functional departments and subsidiaries.

二、负责任营销要求

II. Requirements for Responsible Marketing

公司严格遵守所有涉及营销实践相关的法律法规，以及适用于公司相关业务的行业规范，包括但不限于《中华人民共和国民法典》《中华人民共和国产品质量法》《中华人民共和国反不正当竞争法》《中华人民共和国广告法》《中华人民共和国消费者权益保护法》等。

The Company strictly obeys all laws and regulations related to marketing practices, as well as industry standards applicable to the Company's relevant businesses. These include, but are not limited to, the *Civil Code of the People's Republic of China*, the *Product Quality Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, the *Advertising Law of the People's Republic of China*, and the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests*.

三、负责任营销承诺

III. Commitments to Responsible Marketing

(一) 不得虚报产品、服务或价格。

1. Do not falsely report products, services, or prices.

(二) 不得就公司产品、服务、业绩作虚假或误导性陈述，或就竞争对手的产品、服务作误导性陈述。

2. Do not make false or misleading statements about the

Company's products, services, or performance, nor make misleading statements about competitors' products or services.

(三) 在经营场所的显著位置设置标识、提示，禁止向未成年人销售酒类产品。

3. Display signs and notices in prominent locations within business premises to prohibit the sale of alcoholic products to minors.

(四) 所有营销政策、广告及营销活动材料必须经过相关部门的审核，及授权管理人员的批准，以确保准确性及合规性。

4. Ensure that all marketing policies, advertisements, and marketing activity materials are reviewed by relevant departments and approved by authorized management personnel to ensure accuracy and compliance.

(五) 充分尊重和保护客户、消费者及关联方的隐私和数据。

5. Fully respect and protect the privacy and data of customers, consumers, and associated parties.

(六) 积极开展消费者培育活动，提升消费者评估产品和服务的能力，引导消费者理性消费。

6. Actively conduct consumer education activities to enhance consumers' ability to evaluate products and services and guide them towards rational consumption.

(七) 定期面向涉及营销的全体员工开展负责任营销培训，

提升员工负责任营销意识。

7. Regularly organize responsible marketing training sessions for all employees involved in marketing to raise their awareness and understanding of responsible marketing practices..

（八）积极开展渠道商培训，提升渠道商合规化经营、产品销售服务能力，更好开展负责任营销。

8. Actively conduct training for channel partners to strengthen their compliance in operations and product sales services for better carrying out responsible marketing.

（九）畅通消费者咨询、投诉、售后服务通道，充分保障消费者权益。

9. Maintain open channels for consumer inquiries, complaints, and after-sales services to fully protect consumer rights.

（十）妥善保存相关营销材料，以便在需要时供评估或审核。

10. Properly preserve relevant marketing materials for evaluation or review when needed.

四、负责任营销审计与监督

IV. Auditing and Supervision of Responsible Marketing

公司建立完善的负责任营销审计程序，公司员工有义务接受上级部门、审计、纪律监察部门，以及社会公众的监督，并提供信访举报通道，以评估其负责任营销政策和产品推广的合规性。公司定期开展责任营销专项审计工作，对营销工作的不规范问题

进行纠正。

The Company has established a comprehensive responsible marketing audit procedure. Employees of the Company are obliged to accept supervision from higher authorities, audit and discipline inspection departments, and the public. The Company also provides channels for complaints and whistleblowing to assess the compliance of its responsible marketing policies and product promotions. In addition, The Company regularly conducts specialized audits on responsible marketing and will correct any non-standard issues in marketing practices.

五、修订与审阅

V. Revisions and Review

公司定期审阅本政策，并在必要时进行修订。

The Company will regularly review this policy and make revisions as necessary.