



Tanmiah Food Company Responsible Marketing Guidelines

Tanmiah Food Company, known for its premium chicken products, prioritizes consumer health, evident in our Omega 3 enriched chicken. Our marketing aligns with SFDA standards, emphasizing ethical practices and consumer welfare. Our Responsible Marketing Guidelines underline this commitment, focusing on integrity, customer focus, environmental responsibility, trust, and ongoing enhancement.

The guidelines apply to the entire Tanmiah Food Company, to all tangible and electronic forms of communication, including digital platforms such as e-commerce, social media, search or all offline activities. Compliance with these guidelines is mandatory for all Tanmiah colleagues and third parties acting under Tanmiah's authorization. These guidelines are presented below.

Compliance with Laws and Regulations:

- We uphold the highest standards of ethical conduct in our marketing practices, ensuring compliance with laws, regulations, and industry standards.
- All marketing activities must comply with local, national, and international laws, regulations, and industry standards.
- We will not engage in deceptive, misleading, or fraudulent advertising practices.
- We will maintain a thorough understanding of applicable laws and regulations and ensure ongoing compliance.

Honesty and Transparency:

- Our marketing activities prioritize the well-being and interests of consumers. We are committed to transparency, honesty, and respect for consumer privacy and preferences.
- Advertising and promotional materials must be truthful, accurate, and transparent.
- Claims made in advertisements must be substantiated with credible evidence.
- Clear and conspicuous disclosures must be provided when necessary, such as regarding product attributes, health claims, pricing, or any material information that may impact consumer decisions.

Respect for Consumers:

- We actively promote social and environmental responsibility through our marketing efforts. We encourage sustainable consumption, environmental stewardship, and support community initiatives.
- We build and maintain trust with our consumers by providing accurate and reliable information. We avoid misleading claims and manipulative tactics, ensuring our marketing is authentic and trustworthy.
- We will respect the privacy and personal data of consumers in accordance with applicable data protection laws.
- Marketing messages and materials will not exploit consumers' fears, insecurities, or vulnerabilities.
- We will be mindful of cultural and religious sensitivities, diversity, and inclusivity in our marketing communications.

Continuous Improvement and Adaptability:

- We continuously review and enhance our marketing practices to stay current with evolving trends, best practices, and consumer expectations. We remain adaptable and receptive to feedback, seeking opportunities for growth and innovation.

Responsible Advertising to Children:

- We will comply with relevant laws and regulations regarding advertising to children, including age-appropriate content and responsible food marketing practices.
- Advertising directed towards children will not exploit their trust or their lack of experience.

Social Responsibility and Sustainability:

- Our marketing efforts will reflect our commitment to social responsibility and sustainability.
- We will avoid promoting excessive consumption or wasteful behaviors.
- Any claims related to the environmental impact or sustainability of our products must be supported by credible evidence.
- We will promote sustainable sourcing of ingredients, minimizing waste, and reducing our carbon footprint throughout our supply chain.

Circular Economy:

- We embrace the principles of the circular economy. Our marketing materials will educate consumers about our efforts to reduce waste, recycle packaging, and promote the reuse of resources.
- We will encourage consumers to participate in the circular economy by providing information on proper recycling and waste management practices.

Reduced Portion Size Education:

- We recognize the importance of promoting healthy eating habits and mindful consumption. Our marketing materials will include educational content on reduced portion sizes and the benefits of a balanced diet.
- We will provide information and resources to help consumers make informed choices about appropriate portion sizes and encourage moderation in their consumption of poultry products.

Animal Welfare:

- We prioritize the welfare of the animals in our care and are committed to maintaining high standards of animal welfare throughout our operations.
- Our marketing materials will reflect our commitment to animal welfare, showcasing our responsible practices, such as humane housing, proper nutrition, and veterinary care.
- We provide transparency on our animal welfare standards, enabling consumers to make informed choices on the poultry products they purchase.

Partnership Selection:

- We will partner with advertising agencies, influencers, and media outlets that align with our values and responsible marketing principles.
- Our partners must also adhere to ethical marketing practices and comply with relevant laws and regulations.

Monitoring and Compliance:

- Regular monitoring and review of marketing activities will be conducted to ensure compliance with this Responsible Marketing Policy.
- Any concerns or potential violations should be reported to the Marketing Department or the designated point of contact for further investigation and resolution.

Training and Education:

- Colleagues involved in marketing activities will receive training on responsible marketing practices, legal requirements, and industry standards.
- Training sessions will be conducted periodically to ensure employees stay updated on evolving marketing regulations and best practices.

Documentation and Substantiation:

- We will maintain documentation and substantiation for claims made in our advertising and promotional materials. The research data, expert opinions or any relevant documentation will be made available upon request.

Ethical Decision-Making:

- We expect colleagues involved in marketing activities to exercise ethical decision-making, acting in the best interests of consumers and the company.
- Colleagues should consult with the Marketing Department or relevant supervisors when faced with situations or questions regarding responsible marketing practices.