



# Ethical Marketing Policy

Version of April 4<sup>th</sup> 2022

We are ecotone, named after the richest most biodiverse places on earth.

We are a purpose-driven company here to challenge the conventions and change the food industry from the inside. We are committed to not only nourish, but also to grow a movement and raise awareness about the benefits of a healthy, biodiverse world.

We are a mission-led company according to French law and a certified B-corp.

Our marketing will always be based on honesty and not shy away from calling things out as they are.

Specifically, we commit to:

1. Encourage consumers to adopt a lifestyle of healthy and sustainable nutrition that fosters biodiversity
2. Making and marketing products that are beneficial from a nutritional, sustainable, ethical perspective
3. Always respect the applicable laws
4. Be transparent and describe our products and their nutritional benefits in a truthful and factual way
5. Refrain from white or greenwashing, ie. make truthful social and environmental claims
6. Follow the GDPR regulations and protect consumer data and privacy
7. Respect human rights and promote diversity, ie. never create material that would likely cause offence to any religion, nationality, gender, sexual orientation, age or disability.
8. Ethical SEO and content marketing.
9. Be respectful of our consumers
10. Act responsibly, understanding the impact we have on the world around us
11. Work with marketing suppliers and partners that are in-line with our values and policy.

These commitments will apply to all forms of brand and corporate marketing and communication and will be reviewed regularly as the media landscape and world around us evolves.

**This policy was approved and signed by Christophe BARNOUIN, CEO of Ecotone, on April 4th 2022.**

A handwritten signature in blue ink, appearing to read 'C. Barnouin', with a horizontal line underneath.