



Responsible Marketing Policy

In line with our commitment to the principles of Responsible Marketing, we outline the details of our policy as follows:

- ▶ **Our marketing claims do not abuse or exploit the consumer's trust.**
- ▶ **Our marketing communications do not contain any visual portrayal or description of potentially dangerous practices, or situations, which show a disregard for safety or health.**
- ▶ **We comply with the local laws and regulations on marketing communication in all the countries we operate in.**
- ▶ **We uphold the role of parents as the primary decision makers of their children's food and drinks.** This is why we support them in making diet and lifestyle choices for their children.
- ▶ **We do not advertise Jollibee products in any measured media channel where 30% or more of the media audience is under 13 years old.** Placements for Jollibee advertising materials exclude child-directed programs on TV and digital platforms (Meta, Tiktok, YouTube, Programmatic Advertising Platforms).

This Responsible Marketing policy is periodically shared to the Jollibee marketing community- marketing teams, creative and media agencies and franchisees. Compliance to the policy is reviewed regularly.

SCOPE OF COVERAGE: While the above policy covers all Jollibee products in all markets at this time, scope will be expanded to include other Jollibee Group brands in succeeding years