

# 奇瑞汽车股份有限公司负责任营销政策

## **Chery Automobile Co., Ltd.**

### **Responsible Marketing Policy**

#### 一、 目的

##### I. Purposes

本政策旨在保障奇瑞汽车股份有限公司（“公司”或“奇瑞汽车”）与利益相关方沟通、推广和营销服务时，开展符合法律法规要求和商业道德规范的销售和营销实践，以促进公司可持续运营和发展，体现公司的社会责任价值观。

This policy aims to ensure that Chery Automobile Co., Ltd. (the ‘Company’ or ‘Chery Auto’) conducts sales and marketing practices that comply with legal and regulatory requirements and business ethics in all stakeholder communications, promotions, and marketing activities, thereby supporting the Company’s sustainable operations and development and demonstrating its social responsibility values.

#### 二、 编制依据

##### II. Preparation Guidance

奇瑞汽车致力于向消费者提供负责任的营销宣传，将严格遵守业务运营所在地适用的法律法规和行业准则，包括但不限于《中华人民共和国广告法》《国际商会广告和营销传播准则》欧盟《赋能消费者以实现绿色转型指令》等，真实、准确、合规合法地开展营销宣传。

Chery Auto is committed to responsible marketing communications to consumers and ensuring that such activities are conducted truthfully, accurately, and in strict compliance with applicable laws, regulations, and industry standards in the regions where it operates, including, but not limited to, the *Advertising Law of the People’s Republic of China*, the *ICC Advertising and Marketing Communications Code*, and the *Directive (EU) 2024/825*.

#### 三、 适用范围

##### III. Scope of Application

本政策适用于奇瑞汽车股份有限公司全体员工（包括全职员工、兼职员工及临时员工），并鼓励所有商业伙伴（包括经销商、供应商及合作伙伴）遵守本政策。

This policy applies to all employees of Chery Automobile Co., Ltd. (full-time, part-time, and temporary staff). Compliance is also expected from all business partners, including dealers, suppliers, and collaborators.

本政策适用于奇瑞旗下所有品牌的营销宣传，覆盖形式包括但不限于：电视、广播、印刷品、影院、网络等。

This policy applies to the marketing communications of all Chery's brands and covers multiple formats, including, but not limited to, television, radio, print, cinema, and the internet.

#### 四、 承诺与行动

#### IV. Commitments and Actions

奇瑞汽车致力于开展符合法律、法规、社会规范及道德标准的销售和营销实践。我们在此承诺：

Chery Auto is committed to sales and marketing practices that comply with laws, regulations, social norms, and ethical standards. Its commitment extends to:

1) 建立负责任营销材料审核和监督机制。所有营销材料必须经过公司审核，确保内容合规、传递正向价值。并将妥善保存所有营销材料，每年开展责任营销专项审计工作，对营销不规范问题进行自查自纠。

1) Establishing a review and supervision mechanism for responsible marketing materials. All marketing materials must be reviewed by the Company to ensure content compliance and the communication of positive values. All marketing materials shall be properly archived. A dedicated annual audit on responsible marketing shall be conducted to identify and rectify any non-compliant marketing practices.

2) 真实、客观、清晰准确地传递产品和服务信息。在所有宣传形式中，不得虚报其产品、服务或价格，不得就公司产品、服务、表现或业绩记录做出虚假或误导性陈述。承诺绿色宣传均基于有效、详实的实验数据或认证，禁止对无绿色证明的产品进行绿色宣传。确保消费者对于产品属性知晓，禁止隐瞒、欺骗，或诱导无产品相关知识的客户购买。

2) Providing truthful, objective, and accurate product/service information. Misrepresentation of products, services, or pricing is prohibited, as are false/misleading claims regarding performance or track records. Environmental claims must be substantiated by valid and detailed experimental data or certifications and must not be focused on products without environmental credentials. Consumers must be fully informed of product attributes, and any concealment, deception, or inducement of uninformed customers into purchasing is strictly forbidden.

3) 尊重消费者的选择权和隐私权。不进行过度营销或过度推广，同时在每一个产品和服务的细节都严格遵守公司对消费者隐私的信息的保护政策。

3) Respecting consumers' right to choose and right to privacy. Excessive marketing or over-promotion shall be avoided, and the Company's consumer privacy protection policies shall be strictly implemented across all product and service touchpoints.

4) 遵循公平竞争。营销宣传不得恶意诋毁竞争对手的声誉。在比较公司产品或服务与竞争对手产品和服务的时候，除非已有大量调查研究予以证明，否则不得使用任何形式的比较性广告，无论是书面形式还是其他形式。

4) Observing fair competition. Malicious disparagement of competitors is forbidden. When comparing the Company's products or services with those of competitors, no form of comparative advertising, whether written or otherwise, shall be used unless supported by substantial research and evidence.

5) 倡导包容性与多元化。在广告与营销宣传中，严格避免使用任何可能引起不适或歧视的表述与图像。避免性别、年龄、种族、地域等刻板印象，尊重多元文化价值观。特殊群体关怀（如儿童、残障人士、老年用户）需在营销场景中合理体现。积极探索并采用无障碍技术，如字幕、手语、语音描述等，力求营销材料能被弱势群体无障碍地接收和理解。

5) Advocating inclusivity and diversity. In advertising and marketing communications, any language or imagery that may cause discomfort or discrimination shall be strictly avoided. Stereotypes related to gender, age, race, or region shall be avoided, and diverse cultural values shall be respected. Care for vulnerable groups (e.g., children, persons with disabilities, and elderly users) must be appropriately represented in marketing scenarios. Accessible technologies, such as subtitles, sign language, and audio descriptions, shall be explored and adopted to ensure that marketing materials can be received and understood without barriers by disadvantaged groups.

6) 开展负责任营销培训。每年对相关员工进行负责任营销培训，确保他们及时了解公司政策制度、相关法律法规的最新要求。

6) Conducting responsible marketing training. Annual training on responsible marketing shall be delivered to relevant employees to ensure they stay informed about the Company's policies and procedures, as well as the latest requirements of applicable laws and regulations.

## 五、 更新与修订

## V. Updates and Revisions

奇瑞汽车股份有限公司将定期审阅本政策，并在必要时予以修订。

Chery Automobile Co., Ltd. shall periodically review this policy and revise it when needed.