



Fair and Ethical Marketing Principles at AS CleanR Grupa

PURSUIT OF THE GROUP'S MISSION

AS CleanR Grupa's (hereinafter the Group) Fair and Ethical Marketing Principles help the Group to pursue its mission: "We believe that when we take care of people, we care for the planet – and it works both ways", which includes engagement in devising and developing sustainable public environmental policy, daily support, awareness-raising and educating of each community member on question related to conservation, maintenance, care, sustainability, and reduction of consumption.

The Group's marketing principles are directed towards integration of social responsibility into commercial marketing activities. The Group's marketing activities reflect its ethical attitude towards the consumer and society at large and perform a recuperative, educating, and improving function.

SOCIAL RESPONSIBILTIV

The aim of the Group's marketing activities is to emphasize the Group's social responsibility with respect to society's current and long-term interest, focusing on educating the public and offering solutions that are directed at improving people's overall quality of life and the quality of life of each individual member of society. The Group's marketing principles are focused on educating the public, its each individual member, and our employees on issues related to environmental conservation, effective waste management, including waste recycling and reduction of excessive consumption, as well as other sustainability issues.

CleanR Grupa encourages a sustainable use of resources, with an aim to conserve the environment while meeting the needs of the people of today and with future generations in mind. The Group's marketing activities are directed at developing sustainability-oriented skills and insight, with an aim to enhance the social gain and produce a positive effect on public health, welfare, and development according to the sustainable environmental policy guidelines.

EDUCATION AND "GREEN MARKETING" PRINCIPLES

Educating children and adolescents about environmental conservation, waste recycling, and sustainability is a significant focus area of the marketing activities carried out by the Group. The youth-focused marketing activities are also directed at raising children's awareness and developing social skills that are necessary to ensure environmental sustainability.

The Group employs the principles of green marketing, promoting products and services in an environment-friendly fashion. To the extent possible refusing from an inefficient use of natural resources for marketing purposes and primarily producing marketing content digitally, opting for printed materials only on rare occasions. Whereas, when choosing representational materials, the Group makes sure they comply with both environmental and ecological as well as organic and green marketing practices.

COOPERATION FRAMEWORK

To achieve the common environmental goals, the Group's marketing principles envisage sectoral and inter-sectoral cooperation. That includes sharing data of Group-conducted qualitative research, working on developing common proposals to improve the overall environmental policy, as well as getting involved in



devising comprehensive educational resources database on environmental issues. The Group's companies share their knowledge and experience to help other companies, institutions, and society to learn ways how to consume resources responsibly and ensure their recycling. To achieve more efficient results, the Group is open to and proactively initiates cooperation with other companies, municipalities, and NGOs.

COMPLIANCE

When planning and implementing marketing activities, the Group rigidly follows the legitimacy, genuineness, fairness, ethical advertising, and fair competition principles set out in the Latvian and international laws. When promoting brand reliability and recognition, a particular attention is paid to responsible, sustainable, and transparent business conduct.

The Group observes the relevant personal data protection laws of Latvia and the European Union governing personal data use for communication purposes and makes sure its activities comply with ethical and fair competition guidelines.

The Group's companies conduct regular studies and surveys to find out customers' needs, wishes, and suggestions that may foster more efficient marketing activities in the field of environmental studies and sustainability issues. The content of the Group's marketing materials is designed and distributed so that anyone regardless of age, nationality, and place of living would receive information relevant to them. Communication materials are designed responsibly and in a way that does not in any form encourage discrimination, hate, or aggression.