



3rd of December 2020

Olvi Group

MARKETING POLICY

OLVI GROUP'S MARKETING POLICY

Olvi Group's marketing and advertising is carried out in accordance with industry approved operating models, ethical guidelines and the laws and regulations of each country. Olvi Group wants to act responsibly, as part of society.

Olvi Group does not take political, religious, social, ethnic, sexist, racist or otherwise discriminatory stances in its marketing. The marketing of Olvi Group does not intend to insult anyone.

In the marketing of all products, Olvi Group complies with, in addition to the valid legislation of each country, self-regulation as well as the industry's common guidelines, such as those issued by national federations of the brewing and soft drinks industry, the Brewers of Europe, Unesda, and the European Cider and Fruit Wine Association (AICV).

Olvi Group aims to promote moderate alcohol consumption. Advertising does not show binge drinking, nor idealise people who consume vast quantities of alcohol or who drink as fast as possible. Alcohol consumption is never linked to motoring, nor sexual or social success. Alcohol is not marketed on the basis of its inhibition-removing effects. Nor does alcohol marketing show or glorify violence or otherwise aggressive behaviour.

In digital channels, alcohol products are advertised only in contexts in which at least 70 per cent of the target audience is assumed to be more than 18 years of age. Some countries, such as Lithuania, observe a higher age limit of 21 years. The people shown in advertisements must be aged 25 or older. If advertisements include cartoon characters, they may not be especially appealing to children. Nor may marketing materials be especially appealing to children. Olvi Group does condone alcohol consumption among minors, nor the selling or supplying of alcohol to minors.

Olvi Group's soft drink advertising does not target children aged less than 12. This applies to the print media, the internet and TV, but not to the product itself or its packaging. If at least 35 per cent of the target audience is, or may be assumed to be, less than 12 years of age, Olvi Group will not advertise any beverages in the context. The message and content of advertising may not be assumed to be particularly appealing to children aged less than 12. Soft drink advertising does not show or glorify violence or otherwise aggressive behaviour.

In soft drinks, the product may be aimed at consumers less than 12 years of age and, in this case, the packaging may have been designed with the said consumer group in mind. The product's sole advertisement is the product itself and the store presentations concerning it. Products of this kind may not be advertised or marketed.

In addition to marketing, marketing ethics also apply to sponsorship activities.

3 December 2020, Iisalmi, Finland

Lasse Aho
Managing Director