
	<b>RESPONSIBLE MARKETING POLICY</b>	
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## 1 OBJECTIVE

Viña Concha y Toro S.A., in order to define and disseminate its position regarding responsible marketing practices, has developed this policy. This policy aims to establish the general framework regarding marketing activities and its context of relevant responsibilities and definitions to meet the challenges set by the company.

## 2 SCOPE

The scope of this policy is applicable to all areas of Viña Concha y Toro S.A. and its subsidiaries.

## 3 DEFINITIONS


**Marketing:** Marketing is the science and art of exploring, creating and delivering value to satisfy the needs of a target market. Marketing identifies unrealized needs and wants. It defines, measures and quantifies the size of the identified market and potential profit (Philip Kotler, 1967).

**Greenwashing:** Concept applied when consumers can be misled and companies can give a false impression of their environmental impacts or benefits. Practice known as greenwashing (European Commission, 2023).

**Exaggerated claims:** Exaggeration of the environmental and/or social benefits/attributes of the product/service or its use. Examples of this practice may include highlighting a marginal improvement as a major gain, using statistics in a misleading manner, claiming without adequate justification that the product/service extends to the entire sustainability performance of the company, group or industry, referring to terms such as "environmentally friendly", "ecologically safe", "green", "sustainable", "carbon friendly" etc. (Dow Jones, 2023).

**Social impacts:** Changes in aspects of well-being experienced by people caused by the organization through its decisions and actions in its own operations and through its supply and value chains and business relationships. Impacts can be positive or negative, intended or unintended, direct or indirect (United Nations Development Programme, UNDP, 2023).

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## 4 POLICY GUIDELINES

### i. Commitments to ethical marketing and advertising practices

Viña Concha y Toro S.A. and its subsidiaries declare their firm commitment to ethical marketing and advertising practices in all their brand communications. To this end, the company is committed to:

- a. Provide accurate and balanced information about the company's products/services.
- b. Reject exaggerated claims about the social and environmental impacts of the company and its products/services in order to avoid Greenwashing practices.
- c. Protect vulnerable market segments (i.e., minors, pregnant women, and people with health problems related to alcohol consumption).
- d. Avoid making bad references to marketing practices related to the competitor's work/product.

### ii. Balanced and accurate information

Viña Concha y Toro and its subsidiaries are committed to providing balanced and accurate information about its products, seeking to avoid misinterpretations that could be generated due to brand communications, for which the company will ensure:



- a. Adhere to current legislation related to marketing and advertising in all countries and territories where it operates and/or markets products.
- b. Provide consumers with a fair and accurate description of the product/service.
- c. Portray the complete image of the product/service to avoid being misleading.
- d. Incorporate sustainability and responsible consumption information to customers in brand presentations.

### iii. Responsible marketing and merchandising practices

Viña Concha y Toro and its subsidiaries have responsible marketing and commercialization practices aimed at truthfully informing the sustainability attributes of its products. Among them:

- a. Promote responsibility in advertising, marketing and brand communication. To this end, the company has a training program on "Responsible Marketing - How to avoid Greenwashing" in order to ensure responsible practices.

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for all marketing teams. The area responsible for the development and coordination of this program is the Sustainability Management, which is in charge of delivering and disseminating this training internally at least once a year.

- b. Ensure transparent labeling in accordance with the legal requirements of each market (e.g. alcohol content, allergens, composition, among others). To this end, the company has, in Chile, a Product Management and Legal Regulations Department whose purpose is to ensure the correct maintenance and implementation of these aspects. The subsidiaries, Trivento and Bonterra, have qualified personnel to verify the correct labeling, depending on the Marketing and Operations areas, respectively.
- c. The company has a General Corporate Audit department, which has an annual planning where it is possible to incorporate the review of responsible marketing practices according to the corresponding risk analysis.

iv. Prevention and mitigation of negative social impacts


Viña Concha y Toro and its subsidiaries are committed to prevent and mitigate the possible negative social impacts resulting from the use of its products. To this end, the company will seek:

- a. Deliver detailed information about its products on websites and/or digital platforms where information about product content and labeling made available.
- b. To inform customers and consumers about the proper consumption of its products in order to avoid possible effects on people's health.
- c. To have nutritional value information in those markets that require it.
- d. Promote within the company the development of non-traditional products that have less impact on consumer health (e.g.: reduction of sugar levels).
- e. Promote responsible alcohol consumption through the campaign "Enjoy Responsibly: From Start to Finish" [campaign. https://consumoresponsable.vinacyt.com/](https://consumoresponsable.vinacyt.com/)
- f. Proactively incorporate responsible consumption information directly on product labels where space permits through using of phrases or graphics.

v. Monitoring

As part of the company's annual impact evaluation, performance indicators will generated to measure the effectiveness of the implementation of the responsible consumption campaign, implementation of sustainable attributes and responsible marketing. The area responsible for generating these indicators is the Sustainability Management, which must issue these reports annually.

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vi. Continuous Improvement

As part of the B Corporations movement, the company is directly committed to continuous improvement in matters related to our customers. In addition, through this Responsible Marketing Policy, Viña Concha y Toro and its subsidiaries seek to ensure that advertising and marketing materials are accurate, ethical and positive. To this end, the company has the Sustainability Program "Uncork a Better Future" to promote the dissemination of social and environmental issues through advertising and marketing materials.

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