Responsible Marketing Policy

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This policy aims to ensure that Seazen Group Holdings Co., Ltd. (
) (hereinafter referred to as “Seazen Group”, the “Group”, “we”, “our” or “us”) complies with relevant laws and regulations and business ethics when communicating with stakeholders, and promoting and marketing its products and services. It seeks to enhance the Group's sustainable operations and development while reflecting the Group's values of social responsibility.

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This policy is applicable to full-time and part-time employees, as well as temporary employees of the Group and its subsidiaries.

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Seazen Group complies with all laws and regulations related to marketing practices and industry norms applicable to the countries or regions where our business is conducted, including but not limited to the
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Seazen Group has established internal policies and systems related to marketing, advertising, and sales activities. We have passed internal systems such as the
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2024) and
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2024) to regulate marketing behaviors, marketing contents and marketing methods within marketing activities. Furthermore, false or misleading content is strictly prohibited in the Group's marketing scripts, and there shall be no exaggeration or misleading practices in consumer interactions during marketing activities.

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- There shall be no false statements on products, services or prices;
- There shall be no false or misleading statements on the Group's products, services, performance, or performance record, nor false or misleading statements on competitors' products, services, performance, or performance record;
- When comparing the Group's products or services with those of competitors,

unless substantiated by substantial research and investigation, there shall be no comparative advertising, whether in written form or others;

- All marketing materials shall be kept properly for evaluation or review when needed;
- All advertising and marketing campaign materials shall be approved by authorized management to ensure accuracy and compliance;
- Marketing and sales activities shall be reviewed on a regular basis to ensure that sales and marketing practices related to products and services are legal and compliant;
- The privacy and data of customers/consumers shall be fully respected and protected;
- We proactively organize consumer education activities to improve their ability to evaluate and compare products and services, and guide them to make rational and responsible purchases.

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The Group regularly conducts special audits on responsible marketing, where self-inspection and rectification on non-compliant marketing issues shall be carried out, and results of special audits on responsible marketing shall be disclosed. Through various measures such as standardized management, negative criticism, and online and offline reviews in multiple forms, we make every effort to ensure that marketing information complies with legal norms.

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All employees shall receive relevant training on responsible marketing and training on this policy. We require the sales teams of each subsidiary to regularly organize responsible marketing training related to business.

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Employees of the Group shall have an obligation to report any violations of this policy through relevant channels as required by the (2024). All reports of improper conduct shall be investigated in accordance with the of the Group, and serious measures shall be taken when necessary.

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The Group shall review this policy on a regular basis and revise it when necessary.