



RESPONSIBLE MARKETING AND AVERTISING POLICY

1.0 Introduction

QL Resources Berhad (“QL” or “the Company”) and its subsidiaries (“the Group”) are committed to responsible marketing and advertising of our products and services. This policy stipulates the requirements for ensuring that our marketing, advertising and promotional activities are responsible, ethical, accurate and consistent with our brand values as one of Malaysia’s leading integrated agro-based enterprises.

2.0 Definition and Scope

This policy applies to all employees, contractors, and partners involved in the creation, planning, and implementation of advertisements on behalf of the Company.

3.0 Principles and Legal Compliance

QL strives to ensure that all of our marketing and advertising communications adhere to the following principles:

- a) All information contained in our communications shall be presented in a truthful, decent, non-deceptive and verifiable manner. All marketing and advertising information pertaining to QL’s products and services shall be outlined clearly and transparently. This is line with the Company’s dedication to upholding integrity across all operations as one of our core values.
- b) The Company shall respect privacy and intellectual property rights in all marketing and advertising matters. The Company shall not engage in plagiarism or unauthorised use of pre-existing advertising or promotional content created by unrelated parties.
- c) All advertisements shall accurately reflect the values and messaging strategy of the Company and maintain consistency with our overall brand identity.
- d) Our practices in marketing, advertising and labelling are guided by local and international laws, regulations, standards and guidelines, including but not limited to:
 - Consumer Protection Act 1999
 - Malaysian Code of Advertising Practice
 - Malaysian Communications and Multimedia Content Code
 - Malaysia Food Act 1983 and Food Regulations 1985
 - Guidelines by United States Food and Drug Administration
- e) Regular training sessions will be conducted for all employees involved in marketing and advertising activities. Updates on legal and ethical standards in marketing and advertising will also be provided on an ad hoc basis.
- f) Compliance with this policy shall be regularly monitored. Any violations of the policy will be addressed in accordance with QL’s disciplinary procedures.
- g) QL embraces diversity in our marketing and advertising approach and practises a zero-tolerance stance against cultural appropriation or discrimination of any kind towards any race, religion, gender, age or background.



- h) QL acknowledges the dynamic and constantly evolving nature of today's marketing and advertising landscape. Accordingly, we are committed to finetuning our approach to ensure that it is aligned to consumers' needs and reflects current market sentiments.

4.0 Protocols and Procedures

All marketing and advertising content shall be reviewed and approved by the designated personnel appointed by Head of Business Units prior to publication. Any revisions to approved content must undergo a subsequent review.

QL holds ourselves to the highest standards of accountability at all times. In the event that any unintentionally erroneous information is included in QL's marketing and advertising content, the content in question will immediately be withdrawn and a corrective statement of clarification will be issued on QL's website and/or social media.

5.0 Policy Review and Revision

This policy has been endorsed by the Board of Directors on the 29 February 2024. It will undergo periodic reviews and revisions as part of our commitment to ensuring relevance, adequacy, and effectiveness by the Sustainability Working Group. The updated policy will then be communicated to all relevant stakeholders to ensure its effective implementation.