

Responsible Marketing Policy

Goodbaby International Holdings Limited (including all subsidiaries of different jurisdictions under its management control) (“GOODBABY” or “Company”) has a longstanding policy for compliance with the laws of the countries in which operations are conducted. To continuously strengthen our responsible operation, we have formulated this Responsible Marketing Policy to ensure the GOODBABY’s compliance with relevant laws, regulations and business ethic standards in our stakeholder engagement and marketing promotion activities.

OUR COMMITMENT

We hereby commit to:

- The published contents are fully compliant with relevant laws and regulations on advertising and promote positive values to the public.
- We present truthful, accurate and clear descriptions of product functions, product quality, safety standards and services throughout business activities, including marketing, sales and after-sales services.
- We avoid making exaggerated or unsubstantiated claims about the positive social or environmental impacts of our products and services.
- We give extra care and protection to children and other disadvantaged groups in the marketing process
- We oppose unfair competition and we refrain from disinforming customers on competitors’ work/product

OUR REVIEW AND CONTROL

Assessment and review process are in place to ensure our marketing communication content are accurate and legitimate and comply with the GOODBABY Responsible Marketing Policy. In addition, we regularly share update and guideline with relevant employees to ensure that they are kept abreast of the latest requirements and relevant law and regulations.