

Responsible Marketing, Communication and Disclosure Policy.

Version 1.0 | Effective July 2025

Owner: Chief Development Officer

Reviewed By: Chief Financial Officer and Head –Sustainability

Approved By: Managing Director

1. Purpose and Context

At Synthite, we recognize that our marketing communications—across technical brochures, digital platforms, customer interactions, and public disclosures—shape our reputation and build trust with our customers. As a global leader in natural ingredients, we are committed to responsible, ethical, and transparent communication that aligns with global best practices and meets the expectations of our customers. This policy sets out the principles that ensure our marketing, technical-communication, sustainability-reporting, and customer-facing disclosures meet the highest standards of accuracy, transparency, and responsibility.

2. Scope and Applicability

This policy applies to:

- All employees involved in content creation, marketing and sales, ESG, regulatory affairs, R&D, and all customer-facing roles.
- All marketing and communication materials created by Synthite across formats: Product Information Sheets (PIS), Material and Safety Data Sheets (MSDS), technical brochures, sustainability reports, whitepapers, advertising, press releases, digital media, and customer proposals.
- External agencies, consultants, and partners who develop or publish content on Synthite’s behalf.

3. Policy Principles

3.1 Scientific Accuracy and Technical Integrity

- All product and process-related statements must be substantiated by credible scientific evidence or authenticated third-party documentation.

- Efficacy and environmental claims shall not be exaggerated and must always be supported by relevant data.
- An internal validation process shall be conducted for all published content to ensure accuracy and reliability.
- References and citations must be maintained and accessible for review.

3.2 Responsible ESG Disclosures

- All Environmental, Social, and Governance (ESG) disclosures must be based on measurable metrics, verifiable data, or accredited third-party audits.
- The use of vague or absolute terminology is prohibited unless validated through a formal process.

3.3 Transparent and Non-Deceptive Marketing

- Marketing communications must be clear, accurate, and free from misleading information, including any form of greenwashing.
- Distinctions, if any, between conventional products and products or services with special or value-added attributes shall be explicitly presented to facilitate informed decision-making.

3.4 Competitive Integrity

- Comparative statements regarding competitors must be factually accurate, presented respectfully, and refrain from disparagement.
- All comparisons should be grounded in objective, verifiable information.

3.5 Cultural and Regional Sensitivity

- All communication materials shall be developed and disseminated in strict adherence to the applicable local regulations and with due regard for cultural sensitivities.
- Translations must retain the original meaning and context to avoid misinterpretation or unintended messaging.

3.6 Privacy and Confidentiality

- Customer or supplier data shall not be disclosed without explicit, documented consent.
- Testimonials and case studies will only be published following appropriate approvals and consent.

3.7 Sustainable Packaging and Labelling

- Marketing and packaging materials shall not feature misleading symbols, icons, or claims.
- All packaging and labelling will comply with relevant statutory and regulatory requirements.

3.8 Third-Party Certifications

- Only valid, authorized certifications and logos may be featured in communications.
- All third-party certifications shall be used in accordance with licensing agreements and applicable regulations.

3.9 Alignment with Synthite ESG Strategy

- All marketing communications must authentically reflect Synthite’s sustainability initiatives and core ESG strategy.
- Messaging that misrepresents Synthite’s sustainability efforts is prohibited.

4. Implementation & Review

4.1. Policy Communication:

This policy will be displayed on Synthite’s Corporate Website and made available to all relevant internal and external stakeholders (Agencies /Content developers).

4.2. Capacity Building:

Annual training will be conducted on responsible communication and best practices for content developers, marketing and sales teams. This policy and its relevance will be communicated to new employees as part of the company orientation program.

4.3. Implementation, Monitoring & Feedback:

- Content creators will follow a “Responsible Communication Pre-publication Checklist” before publication. (Annexure 1)
- Heads of Departments will be responsible for implementation of the principles set forth in this policy and will ensure relevant outward-facing business communications conform to “Guidelines for ESG Claims – Do’s and Don’ts” (Annexure 2) and “Responsible Communication Pre-publication Checklist” (Annexure 1)
- Head of Sales, Head of ESG and Corporate Communication Team will monitor and establish internal controls for escalations, review and approval of any Marketing collateral and ESG related content that contain claims or require substantiation or certification as per this policy.

4.4. Review Cycle:

Annual review of this policy by the ESG council, or sooner as regulations and best practices evolve.

5. Governance & Non-Compliance

Violations of this policy may result in corrective action, including content withdrawal, clarifications, or disciplinary actions. Internal audit teams may conduct periodic reviews of content for compliance.

Annexures

Annex 1: Responsible Communication Pre-Publication Checklist

Annex 2: Guidelines for ESG Claims – Do’s and Don’ts

Annex 1:

Responsible Communication Pre-Publication Checklist.

This checklist must be completed before any marketing, technical, ESG, or public-facing content is released.

Each item must be reviewed and checked for compliance with Synthite’s Responsible Communication and Disclosure Policy.

In case you are not sure if your content meets the standards specified by the policy, request your head of department for a review.

Checklist Items

- All product and performance claims are factually accurate and substantiated.
- All quantifiable and technical claims are supported by measurable data or valid third-party certifications.
- No content contains vague or exaggerated terms (e.g., “green,” “eco-friendly”) without context or evidence.
- All data presented is recent (within the last 24 months) and properly cited.
- Visuals and graphics accurately represent Synthite products, facilities, or processes.
- Customer, partner, or supplier information is used only with written consent.
- Wherever required, applicable regulatory and compliance teams have reviewed the content.
- Certifications or logos used are valid and authorized by the certifying body.
- No misleading comparisons with competitors are included.
- Marketing claims are appropriate for the region and meet local regulatory standards.

- Testimonials or case studies involving third-parties including customers or suppliers or partners are approved by them in writing.
- No proprietary technical data or trade secrets are inadvertently disclosed.
- Any clarifications or questions you have regarding the accuracy and validity of the information has been adequately addressed by the department head or designated resource.

Annex 2:

Guidelines for ESG Claims – Do’s and Don’ts

This document provides Synthite’s communication and marketing teams with clear guidelines to ensure all Environmental, Social, and Governance (ESG) claims are credible, accurate, and compliant with global standards. These guidelines are intended to support ethical communication and mitigate greenwashing risks.

Section 1: ESG Claims – DO’s ✓

- ✓ Base all ESG claims on verifiable data, internal reports, or third-party certifications (e.g., Ecovadis, Rainforest Alliance).
- ✓ Use specific and measurable terms (e.g., “Reduced water usage by 18% in 2024,” rather than “uses less water”).
- ✓ Cite the timeframe, source, and scope of impact for any ESG-related performance data.
- ✓ Cross-verify claims with internal ESG, regulatory, and legal teams before publishing.
- ✓ Clearly distinguish between company-wide initiatives and product-level achievements.
- ✓ Use accurate certification logos only with valid permission from the issuing body.
- ✓ Maintain internal documentation to support every ESG claim made externally (as required for audits or due diligence).

Section 2: ESG Claims – DON’Ts ✗

- ✗ Don’t use vague, generic terms like “eco-friendly,” “green,” or “sustainable” without context or supporting evidence.
- ✗ Don’t make absolute claims such as “100% recyclable” or “100% sustainable” unless backed by third-party certification.
- ✗ Don’t imply that a product or process is certified; if only the company is certified (or vice versa).

- ✘ Don't compare ESG performance with competitors unless using validated, neutral third-party benchmarking data.
- ✘ Don't use expired certifications or logos without renewal or re-verification.
- ✘ Don't overstate the environmental or social benefits of routine practices (e.g., "We care for the earth" is not an ESG claim).
- ✘ Don't include customer, partner, or supplier sustainability information without prior written approval.