

## Marketing Policy

Mowi's responsible marketing policy refers to all marketing and point of sales activities connected with the promotion of its owned brands (as opposed to retailer owned brands produced by Mowi which are promoted by the respective brand owner).

### **Mowi's marketing mission**

Mowi's marketing activities are designed to promote its high quality brands to become part of people's everyday diet and, as a consequence, to support a healthier and more climate - friendly life-style. We do this by emphasizing

- our salmon's scientifically proven health and nutritional benefits
- our salmon's versatility providing easy solutions to best accommodate consumers' everyday diets.
- the acknowledged contribution of our salmon farming activities to produce animal protein in the most sustainable and climate friendly way.

### **Mowi's commitments to a responsible marketing**

Our principles for responsible marketing are based on the International Chamber of Commerce Marketing & Advertising Code and its Framework for Responsible Food and Beverage Marketing Communication:

#### **Truthful, not misleading and compliant**

- All Marketing and Point of Sale Communication must be truthful and not misleading.
- Any copy, sound or visual presentation should accurately represent the material characteristics of the products featured and should not mislead consumers concerning these characteristics.
- We make sure that marketing communications adheres to applicable rules and the decisions thereon by self-regulatory organizations in the markets we operate.

#### **Substantiated & transparent**

- Any nutritional information and claims about nutrition and health benefits should have a sound scientific basis.
- Any claims related to sustainable farming practices should be based on specified, acknowledged and independent certification standards.
- Any marketing claims should be supportable with appropriate evidence and/or facts which are accessible to consumers.

#### **Supporting healthy, active lifestyles and choice**

- We will strive to communicate how our brands and products fit into a healthy diet and healthy lifestyle and foods portrayed should be shown in context of a balanced diet.
- Marketing and Point of Sale Communications should not undermine and where possible should encourage the promotion of healthy, balanced diets and healthy active lifestyles.
- Marketing and Point of Sale Communications should not encourage or condone excess consumption and portion sizes should be appropriate to the setting portrayed and the intended consumers.
- We always offer a range of products of varying degrees of processing, nutritional profiles or portion sizes so that in addition to the specific product promoted in communication, consumers

will have a choice.

**Responsible Marketing to children and teenagers**

- Marketing communications to children and teenagers should not exploit any inexperience or credulity, neither should it undermine positive social behaviour, lifestyles and attitudes.
- Marketing communications directed to children or teens should not be inserted in media where the editorial matter is unsuitable for them.

*March 2026*