

北京燕京啤酒股份有限公司

负责任营销政策

Beijing Yanjing Brewery Co., Ltd. Responsible Marketing Policy

一、 目的

1. Purpose

北京燕京啤酒股份有限公司（下称“燕京啤酒”或“公司”）深刻理解营销行为的社会影响，以消费者的利益为中心，倡导负责任的饮酒方式。本政策旨在确保燕京啤酒的营销活动均符合国家相关法律法规的要求和负责任营销原则，禁止不当宣传行为，维护啤酒行业健康生态。

Beijing Yanjing Brewery Co., Ltd. (hereinafter referred to as “Yanjing Beer” or “the Company”) fully recognizes the social impact of marketing activities and places consumer interests at the center while advocating responsible drinking. This policy aims to ensure that all marketing activities of Yanjing Beer fully comply with relevant national laws and regulations and the responsible marketing principles, to prohibit inappropriate promotional practices and to maintain a healthy ecosystem for the beer industry.

二、 适用范围

2. Scope

本政策适用于燕京啤酒及其下属公司董事、高级管理人员和全体员工。公司鼓励燕京啤酒的合作伙伴参考本政策开展营销活动，共同宣扬积极的啤酒文化。

The Responsible Marketing Policy applies to the directors, senior management, and all employees of Yanjing Beer and its subsidiaries. The Company encourages business partners of Yanjing Beer to refer to this policy when carrying out marketing activities and to jointly promote a positive beer culture.

三、 负责任的营销及宣传行为

3. Responsible Marketing and Promotional Practices

燕京啤酒深入贯彻《中华人民共和国广告法》《中华人民共和国消费者权益保护法》及相关法律法规，严格规范酒类广告宣传行为，切实履行企业社会责任。公司要求各部门及下属公司的所有形式的市场营销及宣传活动均须严格遵守以下规范：

Yanjing Beer thoroughly implements the *Advertising Law of the People's Republic of China*, the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests* and relevant laws and regulations, strictly regulates alcohol advertising and promotional practices, and effectively fulfills its corporate social responsibility. The Company requires that all forms of marketing and promotional activities by all departments and subsidiaries must strictly comply with the following standards:

（一）广告中需添加以下有关理性饮酒的标准化提示语：

1) The following standardised responsible-drinking warnings must appear in all advertisements:

1、 未成年人禁止饮酒；

Minors are prohibited from drinking alcohol.

2、 适度饮酒，切勿贪杯。

Drink moderately and do not overindulge.

(二) 严禁主动面向未成年人开展宣传活动：

2) Active marketing to minors is strictly prohibited:

1、 广告和产品包装中不得出现未成年人，或是使用明显对未成年人有较大吸引力的元素；

Minors or elements highly attractive to minors must not appear in advertising or product packaging.

2、 不得在未成年人出入频繁的場所进行宣传或营销活动；

Promotional or marketing activities must not be conducted in venues frequently visited by minors.

3、 严禁向未成年人销售任何酒类产品，经营活动场所须设立“未成年人禁止饮酒”标牌，且大小和放置位置视觉突出。

Sale of any alcoholic products to minors is strictly prohibited. Business premises must display a “Minors Prohibited from Drinking Alcohol” sign of prominent size and placement.

(三) 严禁诱导性宣传：

3) Inducement to unhealthy drinking is strictly prohibited:

1、 不得使用诱导不健康饮酒行为的表述；

Any wording that encourages or implies unhealthy drinking behaviours is strictly prohibited.

2、 不得出现酒后驾驶、暴力等负面行为的诱导性宣传；

Advertising must not contain any inducements that encourage drunk driving, violence, or other negative behaviours.

(四) 遵守公平竞争原则：

4) Fair competition must be upheld:

1、 不得出现违背产品或公司事实的表述或作出误导性陈述；

No statement may contradict the facts about the product or the Company, nor may any misleading statement be made.

2、 不得出现竞争对手的产品，或是出现违背竞争对手产品事实的表述或作出误导性陈述。

Competitors' products must not be shown, nor may any statement that misrepresents the facts of competitors' products or constitutes a misleading statement be made.

(五) 通过燕京啤酒内部审核流程:

5) Internal approval procedure of Yanjing Beer must be passed:

产品包装和宣传资料均须通过公司内部的多部门审核流程后方可投入使用。

All product packaging and promotional materials must undergo and pass the Company's multi-department internal approval process before being released for use.

四、 负责任营销审计

4. Responsible Marketing Audit

燕京啤酒持续完善负责任营销审计程序, 公司应将负责任营销审计整合进公司定期审计工作中, 并视情况开展专项营销审计, 对分子公司的负责任营销政策执行情况、合规广告宣传情况、公平竞争原则执行情况等进行全面、客观、独立的审查和评估。

Yanjing Beer continuously improves its responsible marketing audit procedures. The Company shall integrate responsible marketing audit into the Company's regular audit and conduct dedicated marketing audit as appropriate. During the audit, the Company will conduct a comprehensive, objective and independent review and assessment of the implementation of responsible marketing policies, compliant advertising and promotion, and the principle of fair competition by relevant departments and subsidiaries.

公司各部门及分子公司应积极配合负责任营销审计工作, 并在日常工作中留存市场营销及宣传相关资料以支持审计工作。对于识别出的改进项, 各部门及分子公司应在规定时限内完成整改提升工作。

All departments and subsidiaries must actively cooperate with responsible marketing audits and retain relevant marketing and promotional materials in daily operations to support audit process. Identified improvement items should be rectified and enhanced within an agreed and reasonable timeframe.

五、 负责任营销培训

5. Responsible Marketing Training

公司应不定期面向全体员工开展负责任营销培训, 培训内容包括但不限于负责任营销、产品宣传、产品文化推广等, 并持续拓展其范围及深度。不断强化员工负责任营销意识, 将负责任营销原则应用于日常工作中。

The Company shall provide responsible marketing training to all employees on an ongoing basis, covering without being limited to responsible marketing, product promotion and product-culture outreach, and shall continuously expand its scope and depth. Employees' awareness of responsible marketing shall be continuously strengthened, and the principles of responsible marketing shall be applied in daily work.

六、 生效与执行

6. Effective Date and Implementation

本政策自发布之日起生效。

The policy becomes effective on the date of issuance.

燕京啤酒邀请内外部相关方共同监督本政策的执行情况，若发现违反本政策的情形，可向燕京啤酒举报。公司对举报事项依规调查，严肃处理违规责任人，并采取补救措施消除负面影响。

Yanjing Beer invites all internal and external stakeholders to jointly monitor the implementation of this policy. If any violation is detected, it may be reported to Yanjing Beer. The Company will investigate such reports in accordance with regulations, take strict disciplinary actions against responsible individuals, and implement remedial measures to eliminate any resulting adverse effects.

七、 修订与审阅

7. Review and Revision

本政策将定期检讨及完善，以确保满足各利益相关方不断变化的期望及适应相关指引及标准的变动。

The policy will be periodically reviewed and enhanced to ensure that it continues to meet the evolving expectations of stakeholders and remains aligned with changes in relevant guidelines and standards.