

ETHICAL MARKETING & ADVERTISING POLICY

Introduction

Westlife Foodworld Limited (WFL), formerly known as Westlife Development Ltd (WDL), focuses on setting up and operating Quick Service Restaurants (QSR) in India through its subsidiary Hardcastle Restaurants Pvt. Ltd. (HRPL). The Company operates a chain of McDonald's restaurants in West and South India having a master franchisee relationship with McDonald's Corporation USA, through the latter's subsidiary. WFL is committed to maintaining the highest standards of integrity and responsibility in all its marketing and advertising practices. Recognizing the influence of our brand and the diversity of our audience, we are dedicated to ethical conduct in promoting our products and services.

Purpose and Scope

This policy outlines WFL's commitment to ethical marketing and advertising, ensuring that our practices are respectful, transparent, and socially responsible. It applies to all marketing and advertising activities conducted by WFL and its affiliates, across all media channels.

Principles of Ethical Marketing and Advertising

- **Integrity in Messaging:** Ensuring all marketing communications are fair, truthful and balanced, steering clear of any misleading or deceptive strategies that might inaccurately represent our products, services, or brand identity.
- **Respect for Consumer Rights:** Our marketing and advertising respect the rights of consumers including privacy and the right to informed choice. We are dedicated to empowering our customers with clear nutrition information through various channels.
- **Protect Vulnerable Market Segments:** We commit to responsible marketing practices that protect children and vulnerable customers by ensuring that that our marketing practices adhere to stringent ethical standards, including clear and transparent messaging that avoids exploitation, misrepresentation, or targeting of these demographics.
- **Cultural Sensitivity:** Our marketing materials will reflect cultural sensitivity and social responsibility, avoiding content that might be deemed discriminatory or offensive to generally accepted standards of public decency.
- **Social and Environmental Claims:** Any social or environmental claims in our marketing will be supported by factual evidence, without exaggeration, and align with our sustainability goals.
- **Compliance with Laws and Regulations:** Our marketing and advertising will comply with all applicable laws, regulations and industry standards.

- **Transparency in Sponsorships and Partnerships:** Any sponsorships or partnerships will be clearly disclosed in our marketing materials.
- **Fair Competition:** We will abstain from disinforming customers about competitors' products and services thereby supporting fair competition and respecting consumer choice.
- **Diversity:** Respect each stakeholder's fundamental human dignity. Respect individual differences and refrain from dehumanising or negatively portraying customers based on stereotypes or demographic groupings like gender, race, or sexual orientation.
- **Data Protection and Privacy:** We will handle consumer data ethically, respecting privacy and adhering to data protection regulations.
- **Implementation and Enforcement**
- **Training and Awareness:** We will provide regular training and updates to our marketing teams to ensure understanding and compliance with this policy.
- **Monitoring and Review:** Our marketing practices will be periodically reviewed and monitored for compliance with this policy and evolving ethical standards.
- **Stakeholder Engagement:** We encourage feedback from our customers, employees, and partners to continually improve our marketing practices.
- **Accountability:** The senior marketing team, led by the Chief Marketing Officer, are responsible and accountable for ensuring compliance with this Policy. Any violations of this policy will be addressed promptly, and corrective actions will be taken to prevent future occurrences. WFL will not work with any partner unwilling to comply with this Policy.

Conclusion

Through this policy, WFL reaffirms its commitment to ethical marketing and advertising practices, recognizing our role in influencing consumer choices and the broader impact on society. We are guided by and always strive to adhere to the code for self-regulation of advertising by The Advertising Standards Council of India (ASCI).