

FORD OTOMOTİV SANAYİ A.Ş. ETHICAL MARKETING GUIDE

Ford Otomotiv Sanayi A.Ş., Türkiye's leading automotive industry company. ("Ford Otosan"), since its establishment in 1959, is committed to providing a set of high-quality, technological, reliable products and services in the sales and after-sales processes, which has always kept the customer in its focus.

One of Ford Otosan's most important priorities is to market the products and services offered in accordance with the needs and expectations of customers, as well as laws, ethical principles, sectoral rules and standards. In this context, compliance with the principles given below, but not limited to those listed below, is one of our main priorities.

- We treat our consumers with respect, fairness and courtesy, we handle their complaints with great sensitivity and produce solutions.
- As the marketing team and its stakeholders, we use their knowledge, skills and experience honestly, in addition to complying with all applicable laws/regulations.
- Our product promotions, advertising and marketing activities comply with the legislation, sectoral regulations and ethical rules.
- Sincerely and transparency is the main pillars throughout the all communication & product proposal cycle. Ford Otosan gives highest priority to transparent communication about its products and services by not engaging any kind of in negative campaigning or mudslinging
- Back-up with its long history in Türkiye automotive market Ford Otosan makes use data and evidence to support all claims via making vague or unsubstantiated claims about social and environmental impacts. Instead, use data and evidence to show how work outputs is making a difference.
- Ford Otosan totally avoids greenwashing* throughout its end-to-end business & customer related operations and in that regard company policy does not allow any kind of practice of making misleading claims about the environmental or social benefits of a product or service.

- We make all directions regarding the use of products and services through the website, product brochures and user manuals in a way that contains correct and sufficient information.
- Avoiding misleading and deceptive advertisements in communication activities for the promotion and promotion of products and services, as well as avoiding the use of compelling and misleading sales tactics are among our top priorities. Ford Otosan includes clear and concise information while doing financial product communications (about the payment terms, credit interest rates, fees, and other terms and conditions etc.)
- We ensure that our advertising activities are designed in the safest way that will not harm vulnerable market segments by taking into account their religious, ethnic, cultural, gender, sexual orientation, age, disability or minority status and making sure that they do not create discrimination in any part of the society.
- Ford Otosan does not use products like alcohol, tobacco, etc. and any encouraging content for these products in advertisements
- In case of using children in advertisements or communication assets, all processes prepared carefully in order not to not harm the physical, mental or moral development of children. Advertising content is created in a way that does not lead to bad habits.

* Mislead the public to believe that a company or other entity is doing more to protect the environment than it is