

Responsible Advertising, Marketing and Communication Guidelines

Stellantis Group (“Stellantis”) is committed to integrity and compliance in its communication and advertising.

The purpose of this Guideline is to apply Stellantis’ societal and environmental requirements to all forms of public communication.

The Stellantis Responsible Advertising, Marketing and Communication Guideline takes into account both:

- national regulations in countries where Stellantis operates
- the International Commercial Chamber Advertising and Marketing Code¹ (ICC Code) which consists of a globally applicable and recognized self-regulatory framework.

Preamble

The Stellantis global Responsible Advertising, Marketing and Communication Guidelines have been developed:

- to set and maintain standards of honesty, truth, accuracy and fairness in communication
- to provide the criteria for responsible and sustainable advertising, marketing and communication
- to form a basis upon which Stellantis’ communication is evaluated in response to stakeholders’ request.

All communication should be designed to comply with the law of countries of intended distribution through a variety of local channels, including digital ones.

As stated in the Stellantis Code of Conduct, Stellantis values honest and clear communication with all its stakeholders (our workforce, customers, suppliers, partners, etc.) and the communities where Stellantis conducts business. Stellantis is committed to ensuring customers and consumers receive accurate and truthful information about its products and services. Stellantis also expects its workforce to abide by Stellantis internal policies concerning confidential information and social media expressions.

Scope of Application

These Guidelines concern all public communication, in all countries worldwide, produced by Stellantis, and any of its entities or divisions as well as by its agency networks behaving under its guidance, including advertising or communication:

- broadcast on traditional media channels (TV, radio, billboard, press, etc.)
- broadcast on the Internet (websites, social media, emailing, mobile applications, online contests, direct marketing, etc.)
- distributed via mail or in the street (catalogues, flyers, etc.)
- distributed at trade shows and at any point of sale (panels, interactive kiosks, films, leaflets, flyers, etc.)

Principles

1. All communication should be designed keeping in mind our societal responsibility, namely:

Communication should respect human dignity and encourage diversity

- Communication should not be of a nature to offend the sensibilities, and to undermine a person’s dignity and must be decent.
- Any degrading or humiliating representation of any person, whether explicit or implicit, is unacceptable.
- Communication should not diminish any person, regardless of gender, by portraying them as an object.

Communication should respect Stellantis’ social commitments

- Communication should convey messages aligned to Stellantis’ commitment to shaping a better future through a strong *sense of responsibility and a culture dedicated to integrity, responsibility and ethical behavior in all areas of activity.*

Communication should not condone any form of discrimination

- Communication may not promote, even indirectly, any behaviors or feelings of exclusion, intolerance or racism toward a social group or minority.
- The use of stereotypes, evoking traits of character supposed to be representative of a social, ethnic or religious group should be handled with the greatest of care.

Communication should not harm the security of people or property

- Communication should not present, under normal conditions of use, any vehicle contravening road traffic regulations and the safety rule imperatives.

It should not incite drivers to act violently or endanger other road users.

Communication should be honest and truthful.

- Communication should not claim exclusivity actions if these are required by everyone under current law.
- The material characteristics of the product and/or, service of Stellantis advertising, marketing and media communications should be described, depicted or otherwise portrayed in a manner that is accurate and not false or misleading in context.
- All communication should respect the principles of fair competition.

2. All communication should be designed keeping in mind Stellantis' environmental responsibility, namely:

Communication should present environmental expressions in an honest and truthful way, respectful of country regulation concerning advertising films involving vehicles

- Consumers should not be misled by communication on the reality of a product's environmental properties or benefits or by actions in favor of environmental protection: environmental features should be precise and documentable and should be presented accurately.

- Expressions relating to environmental features should be referred to specific aspects or phase of the life of the product, should have sound scientific basis and an adequate methodology, comply with applicable legislation and regulations, and be easily understood by reasonable consumers or other parties to whom such communications are directed.
- Environmental expressions:
 - should refrain from exaggeration and should not be conveyed in an ambiguous manner;
 - should refrain from promoting truthful merits but applicable to other aspects or products.

Stellantis' environmental and social requirements should be respected by suppliers

- Media agencies are expected to comply with the "Stellantis Responsible Purchasing Guidelines" frame within the purchase agreements which will be signed.

3. All communication should be designed keeping in mind the potential financial impact on the customer, namely:

Communication of offers should be clear and honest

Communication should not minimize the importance of the financial commitment concerning lease or purchase financing offers

Implementation

These Guidelines are implemented by the Stellantis relevant functions (e.g., Marketing, Advertising, Communications Departments) as well as by agencies and suppliers on a global scope.

Each Stellantis department proposing an advertisement has the responsibility to ensure that it complies with these Guidelines.

Issued as of June 2022

Reference document: ICC Code of Advertising and Commercial Communication Practices (2018, 10th revision)