

Responsible Marketing Policy

Introduction

We, the Valuence Group, design sustainable, circular business activities with the purpose of enriching both people and the Earth and creating happiness.

To demonstrate this purpose, our mission is to encourage more people to focus on what is most important in their lives— not the pursuit of material wealth, but an abundance true to your own way of life.

In an increasingly diverse and complex media environment, we strive to deeply understand the social impact of marketing communications on consumers and take our responsibility in information dissemination seriously.

We apply this 'Responsible Marketing Policy' (hereinafter referred to as 'this Policy'), which has been developed based on the internationally recognized *ICC Advertising and Marketing Communications Code* (11th Edition, 2024) issued by the International Chamber of Commerce, to all of our marketing communications. We are committed to providing consumers with accurate and transparent information. Furthermore, by engaging in socially meaningful dialogue, we aim to support positive changes in consumer awareness and behavior, thereby contributing to individual empowerment and the creation of a sustainable society.

Scope of Application

This Policy applies to all marketing communications across all media operated by the Valuence Group.

Implementation Framework

Our Marketing, Legal, and ESG departments work in close coordination to ensure that marketing activities are conducted in accordance with this Policy.

Establishment and Revision

This Policy is established and revised by the Board of Directors of Valuence Holdings Inc.

Established on May 28, 2025

1. Compliance with Laws and Regulations

We comply with all relevant laws, regulations and guidelines in our marketing activities both domestically and internationally.

2. Honest Information Disclosure

We provide accurate and truthful information regarding product evaluations, quality, and condition, avoiding any misleading or exaggerated representations and do not handle products that infringe on intellectual property rights. We clearly disclose the evaluation standards and inspection processes used for products handled by our group, ensuring transparency in the information we provide.

3. Fair Transactions

We promote fair transactions by clearly explaining the factors that influence product pricing and avoiding excessive profit-seeking. We also ensure transparency regarding additional costs such as transaction fees, striving to create an environment where customers can engage in transactions with confidence.

4. Environmental Claims

We refrain from making exaggerated claims about our contributions to or impact on the environment and strive to provide specific and accurate details when communicating environmental information. We include appropriate qualifiers or disclaimers where necessary, ensuring they are clearly visible and placed near the related environmental claims to maintain transparency and integrity.

5. Respect for Human Rights

We strive to use inclusive and considerate language for all individuals, regardless of race, skin color, gender, religion, political beliefs, ethnic origin, social status, age, nationality, disability, sexual orientation or gender identity. We eliminate discriminatory or offensive expressions, avoid oversimplifying any group and are committed to creating content that recognizes individuals as unique, rather than fitting them into fixed categories.

6. Consideration for Children

We respect and uphold children's rights in all our marketing and advertising activities. We recognize that the definition of "children" varies across countries and take care not to exploit their inexperience or imagination. We strive to ensure that our messaging is clear and understandable for children, avoiding any expressions that may cause misunderstanding or misinterpretation. We pay close attention to ensure that our content is appropriate for the respective age group of children.

7. Maintaining Fair Competition

We refrain from using any misleading expressions regarding our relationships with competitors or with the brands that produce the products handled by our group. Furthermore, we promote fair

competition without unjustly damaging the reputation of others.

8. Protection of Personal Information

We comply with relevant laws, regulations, and guidelines concerning information security and the protection of personal information. We establish an information security policy and implement a personal information protection management system, centered on organizational, human, physical, and technical security measures. Through these efforts, we strive to maintain and enhance our standards of information security and personal information protection.

9. Appropriate Management of Social Media

We ensure that all communications and advertisements on social media comply with relevant laws and the guidelines established by each social media platform. When engaging influencers, we always require clear disclosure that the content is an advertisement, and we strictly prohibit any inappropriate advertising practices such as stealth marketing.

10. Promotion of Ethical Consumption

We promote sustainable consumption by raising awareness that reuse is a valuable choice contributing not only to economic benefits but also to environmental and social well-being. We raise awareness about the importance of extending product lifespans through repair and maintenance, ensuring that short-term consumption is not encouraged.

11. Cultural Consideration

We respect the history and cultural background of the products we handle and ensure that culturally significant items are not treated merely as speculative commodities. We refrain from superficial appeals and focus on communicating the inherent quality and the value rooted in the product's background, aiming to encourage consumer behavior that resonates with values that transcend time.