

EMAAR'S SUSTAINABLE MARKETING POLICY

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1. Introduction

Emaar is dedicated to marketing our brand, goods, and services ethically. Integral to our strategy is the alignment of our marketing tactics with our sustainability and business objectives, as we try to improve the daily lives of our consumers.

In addition, we acknowledge that we are obligated to be honest and forthright when selling our products and services to clients. This document strives to define our position on responsible marketing and customer communication, while highlighting the steps we are doing to guarantee our commitment is carried out.

As Emaar, we guarantee that all our marketing efforts conform to all relevant local rules and regulations as well as worldwide best practises.

Our service providers, suppliers, vendors, and distributors are chosen using a procurement toolkit and, as such, must adhere to any policy pertaining to our brand or goods and services. In addition, they must sign a Non-Disclosure Agreement (NDA) and verify that they handle and protect the data in accordance with the terms of the data processing agreement (DPA).

As ESG trends and standards continue to change in parallel with risks and possibilities, multi-level awareness and training within the company have become vital and proactive. These enable us to establish a shared knowledge of environmental, social, and governance (ESG) challenges, promote the incorporation of the most recent practises and trends, and foster the competence required to act on the many agendas and decision-making processes of key stakeholders. **Therefore, employees, interns, and consultants should receive training on this policy as part of their onboarding to a higher level or transfer across companies within Emaar to ensure they are aware of their duties.**

2. Responsible Marketing Governance (Quality Procedure and Brand Policy)

2.1. Commitment to our Ethical Marketing values

Emaar adheres to ethical marketing methods that showcase our company's values in marketing materials in order to attract consumers with similar beliefs. We are committed to:

1. **Honesty:** Our marketing communications will provide factual and unexaggerated information about the functionality and impact of our products and services; we advertise without attempting to mislead.
2. **Responsibility:** We have an obligation to provide a reliable product or service, support social causes, give back to communities, treat our employees with respect, and protect the environment through sustainable practices.
3. **Transparency:** All the information provided to our customers through our marketing channels and products and services are accurate. We ensure simplicity in our communication messages to avoid conveying misleading information.
4. **Inclusivity:** Our communications will promote diversity and inclusion in all its forms by ensuring that our material is sensitive to cultural norms and by using methods that may reach a broader variety of individuals with diverse needs.

2.2. Alignment of our marketing practices with our sustainability and business objectives

At Emaar, we pride ourselves of our commitment to marketing our brand, products, and services responsibly. Integral to our model is the alignment of our marketing practices with our sustainability and business objectives, as we strive to improve the daily lives of our customers.

As a business, we have an obligation to market our products and services with honesty and transparency. Therefore, we ensure that all our marketing activities comply with local laws, rules, and international best practices. Similarly, our service providers, suppliers, vendors, and distributors are chosen based on their compliance with any brand- or product-related policies.

We are committed to adhering to the local and international best practises regarding responsible marketing practises and ensuring alignment with our sustainability strategy, goals, and applicable laws and regulations. These consist of:

- Advertisement campaigns that are sensitive to cultural expectations in the relevant jurisdiction or region
 - Responsible and ethical marketing and advertising to minors
 - Fair and transparent labelling and promotion of our products and services, allowing our customers to make educated decisions
 - Assuring that none of the external content we use violates the copyrights of a third party
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- Following the regulations of the competent authorities including Dubai Health, Sustainability, Federal Customs Authority and Federal Environment Agency.

2.3. **Marketing and communication channels adherence to sustainability practises**

Emaar is dedicated to building a more sustainable world by supporting sustainable lifestyles and using our marketing and communication channels to ensure that sustainability practises are adhered to internally and in collaboration with our assets' stakeholders whenever practicable, as outlined below:

Product marketing should not abuse or mislead customers' confidence. Additionally, the Corporate Marketing department at Emaar is committed to:

- Prioritising digital marketing and moving away from paper printing and consumption.
- Recycling and reducing waste and decreasing product energy consumption per unit
- Avoiding harmful social media use.
- Prioritising in-house production, decreasing transportation energy, and bolstering the local economy by hiring locally based third-party vendors/contractors whenever possible.
- Encouraging minimal or no product packaging within our marketing campaign.
- Decreasing business travel and replacing live events with webcasting whenever possible.

2.4. **Respecting Customer Privacy**

In addition, we protect the privacy of our customers and the data obtained via the U By Emaar loyalty programme, websites, and applications at all times. We respect the privacy rights of our consumers and comply with all applicable local, national, and international laws. Please refer to our corporate privacy terms for further information on data use and the Emaar privacy statement:

- We gather and manage your information in accordance with our Privacy Notice. We secure the collected personal information against unauthorised processing, accidental loss, and damage. The data may only be disclosed when needed by law enforcement agencies or other government or commercial entities who have submitted a legal request for disclosure of personal information.
 - When collecting information from people under the age of majority, as defined by legislation in the relevant jurisdiction, we speak directly with a parent or legal guardian of the child about the information being collected. Before utilising the provided information to send marketing messages to minors or their family members, we seek the approval of a parent or legal guardian. We only disclose gathered information to third parties with parental or legal guardian agreement or to satisfy with legal and regulatory disclosure requirements.
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3. Policy governance

The Sustainable Marketing Policy is overseen by the customer & brand team, the corporate sustainability team, and the marketing teams across the business units and operational entities of Emaar Properties. Any deviation from the policy must be justified, be subject to the approval of the Chief Performance Officer and Chief Marketing Officer and be reported to and authorised by the board. The responsible marketing policy must be revised at least once every two years or as required by the Government or Emaar regulation revisions.
