



Ooredoo Kuwait  
Advertising Ethics  
POLICY

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## **1. Purpose**

As a leading mobile telecommunications provider in Kuwait, we at Ooredoo Kuwait recognize our responsibility to promote ethical advertising practices that align with our Environmental, Social, and Governance (ESG) commitments. This policy outlines our principles and standards for ethical advertising to ensure transparency, integrity, and social responsibility in our marketing communications.

## **2. Scope**

This policy applies to all advertising, branding, sponsorship and marketing activities undertaken by Ooredoo Kuwait, including but not limited to printed media, digital advertising, social media campaigns and promotional events including but not limited to Corporate Social Responsibility.

This policy to be read in conjunction with the Capital Market Authority of Kuwait (CMA) regulations and other applicable Laws.

## **3. Applicability**

This policy applies to all stakeholders at Ooredoo Kuwait including employees, external agencies and social media influencers / partners engaged in creating, approving, or disseminating advertising and marketing content on behalf of Ooredoo Kuwait.

## **4. Definitions**

In the application of this Policy, the following words and expressions have the meanings hereby assigned to them, unless the context otherwise requires.

<b>The Company</b>	Ooredoo Kuwait
<b>Advertisement</b>	Message aimed at promoting or selling a product, service, or idea through various media channels
<b>Ethical Advertisement</b>	A marketing message that is honest, fair, and respects consumer rights, avoiding deception and harmful practices
<b>Stakeholder</b>	A person, group or organization with a vested interest, or stake, in the decision-making and activities of our organization.

## **5. Policy Statements**

### **5.1 Sustainable Advertising Practices**

At Ooredoo Kuwait, we commit to minimizing the environmental impact of our advertising activities. This includes reducing the use of printed materials, prioritizing digital and eco-friendly advertising methods and utilizing recycled and recyclable materials whenever possible. The company will endeavour to have more digital based promotional events.

### **5.2 Carbon Footprint Reduction**

We endeavour to reduce our advertising carbon footprint by optimizing logistics, choosing sustainable production methods and offsetting emissions where possible.

### **5.3 Promotion of Sustainable Products and Services**

Our advertisements will consider the sustainability aspects of our products and services, promoting energy-efficient devices, eco-friendly packaging and initiatives aimed at reducing waste whenever is applicable.

#### **5.4 Respectful Content**

At Ooredoo Kuwait, all advertising content must respect the diversity of our audience and be free from discrimination based on race, religion, gender, age, or disability. We aim to create inclusive advertisements that reflect the diverse society we serve.

#### **5.5 Truthful Messaging**

We at Ooredoo Kuwait are committed to ensuring that all the messaging made in our advertisements are accurate, verifiable, and not misleading. This includes providing clear information about product features, pricing, and promotions.

#### **5.6 Customer Privacy**

In line with our commitment to data privacy, any data collected for advertising purposes will be handled in accordance with our privacy policies at Ooredoo Kuwait and applicable regulations.

#### **5.7 Adherence to Legal Standards**

All advertising materials will comply with Kuwait laws and regulations and best practices. This includes obtaining necessary approvals from regulatory bodies and ensuring that all content is legal compliant whenever is applicable.

#### **5.8 Responsible Advertising to Children**

Ooredoo Kuwait avoids marketing telecom services or devices to children in a way that could be seen as exploitative. Ooredoo Kuwait should avoid encouraging excessive screen time or promoting services that may be inappropriate for children.

#### **5.9 Culturally Sensitive Marketing**

Ooredoo Kuwait strongly believes marketing campaigns should be culturally sensitive, considering local values, beliefs and customs especially in global markets. Ensure that advertisements do not inadvertently perpetuate stereotypes or cause offense.

#### **5.10 Promoting Social Causes**

Ooredoo Kuwait may use advertising platforms to promote social responsibility initiatives, such as supporting education, environmental protection, or community development. This can help raise awareness of critical social issues and demonstrate the company's commitment to positive societal impact.

### **6 Policy Responsibility**

The Chief Commercial Officer is the Policy Owner. Ooredoo Kuwait has a Corporate Governance Head who coordinates between the Policy Owner and the Board. Any changes to the provisions of this policy shall be first reviewed by the Corporate Governance Department prior to Board approval.

Monitoring and execution of Policy fall under the commercial department, and this activity is a joint effort between Business Excellence and all other involved stakeholders. Policy review happens once in 3 years as per ISO Guidelines.

### **7 Exception**

Unless otherwise stated, this Policy is applicable to all employees, external agencies and social media influencers / partners engaged in creating, approving, or disseminating advertising and marketing content on behalf of Ooredoo and is not liable to be changed without any further notice.

## **8 Redressal**

Design, implementation, consultation approvals and monitoring will be as per "Decision Matrix" of Ooredoo Kuwait.

## **9 Amendments and Changes**

Any change in this Policy shall be reviewed and approved by the CEO and submitted for approval of Audit and Risk Committee and Board of Directors.

## **10 References**

- United Nations Sustainability Development Goals
- Global Reporting Initiative (GRI)
- International Chamber of Commerce (ICC) Code of Advertising and Marketing