

Euglena Group Responsible Marketing Policy

The Euglena Group, based on the purpose of making people and the Earth healthy, puts customers first and strives to provide safe and secure products and services and communicate with customers in a way that is easy to convey.

In order to put the above approach into practice, we are committed to the following:

1. We will use expressions and labels that do not mislead customers about our products and services.
2. We will endeavor to provide information and expressions that have a scientific basis and comply with national laws and regulations regarding the benefits of our products and services to customers and social benefits such as the environment.
3. We will not use discriminatory or offensive expressions without consideration for all customers regardless of race, ethnicity, nationality, religion, creed, place of origin, gender, age, disability, LGBT, or other differences.
4. We will not engage in any conduct that may damage the credibility of other companies by telling untrue stories about their products or services.
5. In our communications, including marketing, to future generations, we will take into consideration the characteristics of future generations and endeavor not to impede their healthy growth. We will also respect the guardians of future generations and take care not to undermine their authority.

By thoroughly implementing these initiatives, we will become a corporate group that is more valued by our customers and continuously provide sustainable products and services.

Date of enactment
March 10, 2025