

# Grape King Bio's Responsible Marketing Policy

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Grape King Bio is committed to promoting healthy lifestyles through accurate labeling and responsible marketing. We transparently communicate product and nutritional information and promote our products under strict guidelines, with a specific focus on ethical marketing, advertising, and sales practices.

## Our corporation is committed to

- Providing accurate and balanced information about the company's products/services
- Rejecting exaggerated claims about the social and environmental impacts of the Company's work
- Protecting vulnerable market segments
- Abstaining from disinforming customers on competitors' work/product

## Responsible Marketing Audit Mechanism

To ensure that advertisements and promotional materials comply with the "Regulations Governing of Criteria for the Label, Promotion and Advertisement of Foods and Food Products Identified as False, Exaggerated, Misleading or Having Medical Efficacy", the Company employs a cross-departmental review mechanism.

The Innovation R&D Center, Business Unit/Division, Quality Assurance Department, Product Planning Section, and Marketing Planning Department jointly review the compliance of labels. Following a two-stage proofreading process (initial and final versions), the Legal Office conducts a final assessment against government-sanctioned terminology to mitigate legal risks.

Furthermore, to ensure the implementation of the review process, the Company conducts irregular sample audits. These retrospective checks on published marketing content verify whether relevant units have strictly adhered to review standards. Through continuous monitoring and correction, we ensure the effective operation of internal controls.

### Responsible Marketing Training

Our Legal Office collaborated with our IT Department to establish the "Review of Advertising Copy" section on the Enterprise Information Portal (EIP). We provide real-time self-training resources for responsible personnel (such as marketing staff). This section not only provides internal training videos related to advertising copy but also includes the "Advertising Copy Violations List," which contains information such as penalized entities, product names, violation details, and penalty amounts based on advertising infractions issued by administrative authorities. The Legal Office regularly updates this database, allowing all units to stay informed about the latest standards for inappropriate words and phrases identified by administrative authorities when creating or reviewing advertising copy, thereby significantly reducing the risk of legal violations.

### Guidelines for Food Safety Labeling to Protect Vulnerable Groups

Grape King Bio rigorously controls the safety of produced foods. For vulnerable groups that require special attention, such as infants, pregnant women, and breastfeeding mothers, our product development team first confirms requirements related to raw materials, dosage forms, and functions, then includes relevant warnings on product labels.

(1) Usage of raw materials: If public government websites carry a warning for a raw material, we will include the same on product labels. For example, our factories use *Antrodia cinnamomea*, and legal regulations require products which use this ingredient to carry the following warning: "Infants, pregnant women, and breastfeeding mothers intending to consume this product should consult a physician or healthcare professional."

(2) Dosage forms: Products meant for children or other specific users (such as gummy candies or jellies) will carry safety warnings.

(3) Functional requirements: Products are labeled as appropriate (for example, vegetarian, vegan, or lacto-vegetarian) after verification of formulations.



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