

Amer Sports Group policy

Responsible Communication and Marketing Policy

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Objective

This Responsible Communication and Marketing Policy outlines and defines the principles regarding communication and marketing practices at Amer Sports Group (including all brands and functions). The purpose of this policy is to prevent and detect any misleading or incorrect communication or marketing and encourage the organization to strive for accuracy and trustworthiness in all communication and marketing materials.

Our values guide everything we do at Amer Sports, extending to our marketing and communications activities. We are **always authentic** and strive for transparent, truthful, and accessible communications and marketing. We are **better together**, meaning that our high standards for our communications are shared equally across—and reinforced by—our stellar brands. Being **committed to impact** means that we inspire healthier lifestyles in a concrete and meaningful way and clearly communicate our results and impacts. Finally, being **driven to excellence** means that we always aim for the highest standards and will actively go beyond any minimum requirements to use our voice in the best possible way.

Applicability

Amer Sports' commitment to upholding responsible communication and marketing practices and materials is applicable throughout Amer Sports and our brands, and we expect our business partners to follow those same high standards.

Key principles

We are committed to complying with existing communications and marketing laws and regulations in all the regions and areas that we operate in and will actively go beyond any standards or regulations that might fall short of our own policies.

Integrity and accuracy

Amer Sports is committed to truthful and transparent communication and marketing. We commit to providing accurate descriptions and evidence-based information about our work and products to consumers and our partners. We never use dishonest marketing tactics, such as misinformation regarding our—or our competitors'—work and products, nor knowingly overpromise or overstate results. When we make comparisons, we ensure they are fair and provide appropriate context.

All the images and messages delivered through our communications shall be in line with Amer Sports' values, respect human dignity in all its forms and expressions, and be non-discriminatory. Amer Sports strives to ensure all our communications and marketing are done in a matter that promotes health and safety. We also respect third-party copyrights and other intellectual property rights. We always use original content or obtain appropriate licenses when using third parties' assets or work in our communications or marketing.

Honesty and transparency

Our marketing and communications are honest and truthful, and we never intentionally mislead the audience.

All data used in our advertising and campaigns conforms with our Data Protection Guidelines.

We aim to provide our customers, partners, and stakeholders with accurate information about our company, products, and services, and will never knowingly provide outdated or inaccurate information.

We foster transparency and proactively share news about our company and brands. We openly address challenges and issues that are relevant to our stakeholders to maintain trust in our company and in our industry at large.

We avoid communicating the sustainability attributes of a product in isolation from brand or organizational activities (and vice versa) to prevent misleading our audience or greenwashing.

Environmental claims

Amer Sports is committed to accurate communications in all information related to the environmental impacts and actions of our company and our brands.

- All environmental claims shall be substantiated, which means that there must be concrete scientific evidence of the environmental benefit. The methodology and sources behind our claims and data are publicly available, and we will ensure they are easily accessible.
- All published product-related sustainability claims shall be verified by accredited verifiers.
- Amer Sports works to ensure that any campaigns or materials featuring wild or domestic animals are carried out responsibly. Amer Sports discourages any depiction that may lead to harmful perceptions of or practices regarding animals.

Diversity and inclusion

Amer Sports recognizes the importance of protecting vulnerable audiences from potential harm in all communications and marketing efforts. We take extra care to ensure that our marketing campaigns and messages do not exploit or manipulate these groups.

- We do not discriminate anyone because of their ethnicity, race, religion, political opinions, age, nationality, gender, disability, or sexual orientation.
- We are committed to ensuring that the models we use represent diverse bodies, ages, gender identities and expressions, abilities and disabilities, and other attributes represented in our customers.

- We always consider timing, context, and language in our communications and marketing, and we avoid any exploitation, appropriation, or stereotyping.

Child protection

We do not intentionally send or target any direct marketing or communication to children under 16 years of age.

All children that take part in Amer Sports campaigns or marketing materials will be included of their own free will, with approval of their legal guardians, and always accompanied by their legal guardian or approved representatives of Amer Sports or its brands.

Children under 16 years of age must give full consent and obtain the consent of parents/caretakers before being featured on any channels, including social media platforms, websites, print materials, television, or any other medium used by Amer Sports or any of its brands, whether owned, paid, or sponsored.

Children and teens are not to be portrayed in unsafe situations or engaging in actions harmful or potentially harmful to themselves or others. It is absolutely forbidden to portray or represent children in a way that could be considered sexual or suggestive in any way, in any marketing or communications materials.

Digital marketing and photography

We dedicate the necessary resources to ensure compliance with applicable regulations and offer consent mechanisms and cookies settings that ensure privacy in Amer Sports' and all its brands' digital platforms. We make sure that required privacy information is easily accessible on any and all of our digital platforms and communications.

We commit to creating meaningful value within our marketing content and aim to maintain the trust of our customers by offering consistency in all email marketing.

We implement email opt-ins and opt-outs for our website visitors, allowing our consumers freedom of choice over the marketing content they see.

We avoid unethical search engine optimization and marketing (SEO, SEM) practices such as misdirection, over-optimization, or hidden content.

We ensure that our websites are accessible and aligned with the international Web Content Accessibility Guidelines (WCAG).

We communicate openly about the locations in which our videos and photos have been taken, and while professional editing does take place, we do not engage in manipulation of the image or its subjects.

We ensure that we have received consent and other necessary authorizations from all people included in the photos we use in marketing.

Principles for the use of Artificial Intelligence (AI) in communications and marketing

At Amer Sports, we recognize the transformative potential of artificial intelligence (AI) in enhancing our communications and marketing activities. However, with this potential comes the responsibility to use AI ethically and sustainably.

We ensure accountability for AI-driven decisions and actions, and we make sure our communications and marketing personnel understand and are knowledgeable about the ethical use of AI.

If we develop our own AI solutions, we strive to ensure they are inclusive and accessible by committing to regular audits, ensuring the solutions do not discriminate against any group based on race, gender, age, or other characteristics.

We promise to comply with all relevant current and future AI laws and regulations, including data protection and privacy laws. This helps us to ensure that the AI systems we choose to use will be secure, ethical and will process and store any personal data with the utmost respect for individual privacy.

Violations of this Policy

Violations of this policy may result in disciplinary action, up to and including termination of employment.

Resources for asking questions and reporting concerns

If you have questions about this policy contact media@amersports.com.

If you learn of or suspect a violation of this policy or other unethical behavior, it is your duty to report it.

Amer Sports maintains a confidential [hotline](#) that is available 24 hours a day, seven days a week, for the purpose of reporting suspected unethical behavior. You can also report suspected unethical behavior to the Amer Sports Ethics & Compliance team (compliance@amersports.com).

All concerns, questions, and complaints will be taken seriously and handled promptly and professionally with confidentiality maintained to the greatest extent possible. No retaliation will be taken against any employee for raising any concern, question, or complaint in good faith. Should the identity of the employee making the complaint be known, the Ethics & Compliance team will monitor any disciplinary action against the employee to determine whether it could be retaliatory.