



InPost Group

Responsible Communication and Marketing Policy

Policy information

Owner of the Policy	Chief Marketing & ESG Officer
Approval Authority	Management Board
Version	1
Date of approval	16.12.2024
Date of publication	19.12.2024
Policy objective	A document defining the general principles of InPost Group's activities in the area of communication, with a detailed description of activities counteracting greenwashing

Table of Content

- § 1. Introduction 3
- § 2. Who we are 4
- § 3. Recipients of marketing messages 5
- § 4. Purpose of the marketing communications policy 5
- § 5. Protection of InPost Group Image 6
- § 6. External communication 6
- § 7. Features of a marketing message compliant with the standards of InPost Group Companies 7
- § 8. Visual communication 8
- § 9. Sustainability Communication 8
- § 10. Events and sponsorship 10
- § 11. Policy Review and Update 10

§ 1. Introduction

1. The InPost Group *Responsible Communication and Marketing Policy* (hereinafter referred to as the "**Policy**") defines consistent standards regarding the content of messages provided by InPost and the principles of their placement in the media.
2. The principles and procedures presented in this document apply to InPost Group, as well as all entities cooperating with the Group and acting on its behalf, including advertising agencies, media houses, partner institutions, foundations.
3. In the case of provisions relating to environmental/ESG/CSR communication, this policy is addressed in particular to persons creating such messages, including those working in the PR, CSR/ESG, EB, Marketing departments and persons preparing external presentations and speeches. The principles of the Policy should be observed by all persons preparing content and graphics related to InPost Group and environmental matters, including external suppliers, companies and agencies providing services to InPost Group.
4. Our goal is to promote the principles we profess throughout the entire value chain, which is why the Policy should constitute an annex to the marketing cooperation agreement with the above-mentioned entities.

5. In accordance with this Policy, the Marketing Office is responsible for developing a marketing strategy and coordinating activities related to marketing communications. The Marketing Office is responsible for creating marketing strategies that are intended to strengthen the image of the InPost brand and support the sale of services provided by the InPost Group in accordance with applicable legal and ethical standards, as well as in accordance with the ESG strategy of the InPost Group.
6. The Marketing Office is responsible for cooperation with advertising agencies, media houses, entities involved in marketing research, social media consultants, entities involved in graphic design or website design. Each time, the consent of the Group Marketing Director or a person authorized by him is required to conclude an agreement with such entities.
7. Before starting cooperation with the entities indicated in paragraph 6 above, each time the Marketing Office, in cooperation with the relevant organizational units of a company of the InPost Group, including the Purchasing Department and the Legal Department, verifies the partner in the manner specified in the customer verification procedures applicable in the InPost Group.

§ 2. Who we are

1. InPost Group and its subsidiaries is a leading e-commerce delivery platform. InPost Group offers modern logistics services for APM, PUDO and Door2Door for individual and business customers.
2. Sustainable development is an important part of InPost's identity. InPost Group is an active and dynamically developing organization that responds energetically to the reality surrounding us. It not only provides innovative services for the logistics sector, but also makes every effort to ensure that communication activities are consistent with the brand's vision and its competences, as well as business and strategic goals, also in the ESG area.
3. InPost Group promotes not only services and products, but also supports areas that are particularly important to the Group:
 - a. Sport and values inherent in competition
 - b. Sustainable development
 - c. Education, particularly in the area of shaping ecological attitudes.
 - d. Activities for local communities
 - e. Supporting innovation

§ 3. Recipients of marketing messages

1. The recipients of our messages are both business and individual customers. Internal communication is directed to both employees and collaborators of InPost.
2. InPost Group is a public company listed on the Euronext Amsterdam stock exchange, which is why it maintains an open dialogue with investors. Due to specific legal regulations regarding the scope and form of information provided, such communication may only be conducted by persons authorized by InPost Group from the Investor Relations department.
3. In accordance with the adopted [Stakeholder Policy](#), InPost Group wants to manage stakeholder expectations, enable the identification of problems and improve relations and interactions with them through communication activities.
4. The InPost Group's stakeholders have been mapped, which is a part of the stakeholder dialogue process and the InPost Group communicates with them in a reliable and transparent manner, in accordance with the adopted internal rules.
5. In communications addressed to all target groups, we are guided by the principles described in detail in § 6.

§ 4. Purpose of the marketing communications policy

1. The purpose of creating this document is:
 - a. ensuring compliance of marketing activities and projects with the values professed by the InPost Group: transparent, ethical and honest communication that respects individuality and diversity
 - b. creating high-quality marketing messages that reflect the mission and identity (branding) of InPost Group
 - c. ensuring that all Departments within the InPost Group and entities cooperating with them will create marketing messages in accordance with the following standards
 - d. ensuring greater efficiency and effectiveness in the flow of corporate information
2. Each entity cooperating with the InPost Marketing Office/Mondial Relay Marketing Office or acting on its behalf should familiarize themselves with this document and adhere to its principles.
3. It is the responsibility of persons entering into relationships with external entities to inform them about the principles of this document.

§ 5. Protection of InPost Group Image

1. Any entity collaborating with InPost Group is required to consult with InPost Group any communication activities that may affect the image of InPost before undertaking such actions.
2. In the event that any entity undertakes communication activities without prior consultation, that result in damage to the image of InPost Group, InPost Group reserves the right to take appropriate legal action.
3. Damage to the image of InPost Group includes, but is not limited to, any communication activities that may lead to a loss of trust from customers, business partners, or other stakeholders, as well as actions that may negatively impact the reputation and good name of InPost.
4. InPost Group reserves the right to assess whether a given communication activity has or could have a negative impact on its image.
5. Collaborating entities are required to provide all communication materials for review and approval by InPost with sufficient lead time to allow for any necessary corrections or comments.
6. In the event of a breach of the above provisions, InPost Group may take actions to compensate for the incurred damages, including, but not limited to, pursuing claims for damages through legal proceedings.
7. This provisions aims to protect the image and reputation of InPost and ensure that all communication activities align with the company's values and standards.

§ 6. External communication

1. The policy applies to both external and internal communications.
2. By external marketing communication we mean:
 - a. Publications (including printed and electronic publications)
 - b. Institutional branding, logo and graphic identification (specified in a separate document – Brand Book)
 - c. TV advertising, radio, outdoor advertising, digital campaigns, websites, product placement and other marketing activities
 - d. Corporate/commercial videos
 - e. Corporate social media
 - f. Corporate events and participation in fairs and conferences
 - g. Ambient actions

- h. Sponsorship and Influencer Collaborations
 - i. All external marketing communications must be approved by the local Marketing Offices of the individual Companies.
3. By internal communication we mean:
 - a. Internal bulletins, information sheets
 - b. Newsletters
 - c. Team meetings and internal training
 - d. Posters and other graphic materials
 - e. Intranet
 4. All internal InPost marketing communications will be approved by Marketing Office Managers responsible for specific areas.
 5. Each InPost Group Company will ensure that all its employees and associates are familiar with this Policy and undergo mandatory training in its scope and the scope of sustainable development.

§ 7. Features of a marketing message compliant with the standards of InPost Group Companies

1. InPost Group values the trust of its stakeholders. Being aware of the impact of communication, advertising and marketing activities on consumer behaviour, InPost Group is committed to respecting the following principles:
 - a. The message must be truthful and consistent with the accepted principles of fair competition
 - b. The message must comply with the law
 - c. The message must be clearly and unambiguously recognizable as a marketing message
 - d. The message must be prepared with due sense of social responsibility
 - e. The message must not be unethical, violate human dignity or decency
 - f. The message must adhere to the principles of purity and linguistic correctness.
 - g. The message may aim to build market awareness of sustainable development
 - h. The communication must take into account local sensitivities, especially regarding cultural values, gender, sexual orientation, politics and religion
 - i. The message may not use themes, images, symbols or characters that may be considered illegal, offensive, derogatory or humiliating
 - j. A marketing message containing ecological information must not mislead recipients regarding environmental protection, e.g. by providing incorrect information about the features of a given service/product

- k. Marketing communications regarding the sale of services must not mislead consumers, in particular by deliberately communicating an incorrect price or hiding additional costs
2. InPost Group undertakes to observe the principle that the recipient of an advertisement created or distributed with the participation of InPost Group can always identify that a given message is a marketing message. Thus, it will not use practices such as surreptitious advertising or labelling marketing messages as market research.

§ 8. Visual communication

1. The logo and visual identification of the InPost Group is a coherent reflection of the mission and character of the brand and is therefore of key importance for the InPost Group's credibility.
2. Consistent use of visual standards increases the value and equity of the InPost brand, therefore it is crucial to adhere to the detailed identification instructions contained in the Brandbook which is an annex to this Policy.
3. The Brandbook is intended to ensure consistency in the appearance and image of the brand and is intended to be a practical tool for people within the organisation and all external Partners.
4. The current brandbook of the brands is available on the company intranet.
5. InPost Group may grant consent to the use of the Company's brand name, logo or other designation by a third party for promotional purposes, including promotion of cooperation with a third party or for the promotional purposes of the Partner.
6. Detailed communication guidelines for internal InPost teams are available on the Intranet.

§ 9. Sustainability Communication

1. Sustainability marketing communications include environmental claims ("green claims") and any other claims that refer to the environmentally friendly properties of a product or service. This includes claims that a service/product has no or little negative impact, or a positive impact on the environment.
2. Claims must be based on accurate, reliable information. The use of misleading, false, inaccurate or ambiguous environmental claims is called "greenwashing" and should be avoided by observing the following principles:

- a. Environmental claims must not be misleading and their basis must be clear.
 - b. Environmental claims must be well-founded and supported by solid evidence. They must be clear and understandable. There should be no shortcuts
 - c. Disclosures must not omit important information. Where time or space is limited, alternative means (e.g. QR codes, hyperlinks, etc.) should be used to ensure that such information is readily accessible
 - d. No photos/graphics that may mislead the consumer should be used for communication
 - e. General or imprecise claims (such as "environmentally friendly", "ecological", "sustainable", "CO₂ neutral", etc.) should be avoided
 - f. Marketing communications may only compare products/services that meet the same needs or are intended for the same purpose, and the basis for such comparison must be clear and understandable
 - g. Environmental statements must be fully compliant with applicable laws and contain all information required by such laws. All environmental communication should be supported by evidence that has been checked/verified and, where required by law, by a certificate or opinion from a partner that confirms that the information has been checked/verified
 - h. When using sustainability terminology or making any claims, provide a definition of the specific term and how the data is calculated and verified
 - i. It is not allowed to boost the visibility of information that is not important from the point of view of the impact on the environment and build the main message about the ecological advantage of the service/product on it.
 - j. The form and channels of communication should be selected adequately to the scale of the project / effect. If the environmental benefits are related to one aspect / fragment of the service or product, the given statement must clearly indicate such a limited scope (e.g. "we reduce CO₂ consumption" – it should be specified that on the last mile, "we use recycled materials" – for packaging in the InStore store, etc.)
3. The following rules are based on [EC guidelines](#)
 4. The persons responsible for the implementation of the InPost Group's ESG strategy should be involved in approving environmental messages. Any doubts should be reported by e-mail to the e-mail address esg@inpost.pl
 5. Any actions that may be considered greenwashing will be subject to detailed analysis, i.e. identification of potential greenwashing, assessment of its effects, and then taking appropriate corrective actions. All employees are required to report any suspicions of greenwashing to compliance@inpost.pl or compliance@inpost.eu, and the company undertakes to consider such reports reliably and transparently.

§ 10. Events and sponsorship

1. InPost carries out its sponsoring activities in accordance with the communication principles described in this document and the principles of social responsibility.
2. In the area of sports, culture and ecology, the basic criteria for engagement is the social and educational dimension of projects. InPost may sponsor events or initiatives of a local, national or international nature.
3. InPost does not engage in initiatives promoted through the use of content that is discriminatory, violates human rights, may offend social groups or abuse the trust of recipients.
4. InPost does not engage in events that could damage objects of historical or artistic significance, as well as events that could have a negative impact on the natural environment and local communities.
5. InPost does not sponsor or participate in events of a political nature, violating the law or generally accepted social norms, or thematically relating to alcohol, addictions and undesirable social phenomena.
6. InPost does not sponsor or participate in events whose organization in any way harms the natural environment. For InPost, caring for the natural environment and ecological attitudes is one of the priorities of the development strategy, which is reflected in marketing communication.

§ 11. Policy Review and Update

1. The Policy is subject to periodic review and, if necessary, appropriate update in order to adapt it to current legal requirements.
2. The Policy is reviewed and updated by the Group Marketing Director at least once a year.