

# **Weichai Power Co., Ltd.**

## **Responsible Marketing Policy**

### **I. Background and Objectives**

Amid ongoing global economic growth and intensifying market competition, corporate marketing strategies do more than shape commercial success—they profoundly influence consumer rights, fair market order, and social public interests. Weichai Power Co., Ltd. (hereinafter referred to as “Weichai Power”, the “Company” or “We”) fully recognizes the importance of responsible marketing and is committed to setting industry benchmarks and promoting sustainable development through honest and transparent marketing practices.

This policy defines the principles and guidelines governing Weichai Power in marketing activities, ensuring legal compliance, respect consumer rights, uphold fair competition, and alignment with corporate social responsibility (CSR) commitments to foster long-term stability.

### **II. Scope of Application**

This policy applies to all full-time and part-time employees of Weichai Power and its global subsidiaries, as well as third-party partners (including but not limited to agents, distributors, etc.) engaged in Weichai Power’s marketing initiatives. The Company also encourages other business partners to adhere to this policy.

### **III. Legal and Regulatory Compliance**

All marketing activities, including the content and methods, must adhere to applicable laws and industry codes in operational jurisdictions. These include but are not limited to Advertising Law of the People’s Republic of China, Law of the People’s Republic of China on the Protection of Consumer Rights and Interests, Anti-Unfair Competition Law of the People’s Republic of China, etc.

## **IV. Core Commitments**

### **1. Compliance with Laws and Regulations**

All marketing activities must strictly comply with the aforementioned laws and regulations, ensuring that marketing content is truthful, lawful, and free from any misleading, deceptive, or exaggerated information.

### **2. Transparent Marketing and Information Disclosure**

The Company shall fully disclose key information such as product health and safety performance, service details, labeling, and pricing structures to avoid misleading consumers, and ensure transparency and accuracy in marketing information. The Company shall also respect and protect consumers' legitimate rights, including the right to be informed and the right to choose.

### **3. Respect for Privacy and Data Security**

In marketing activities, Weichai Power and its partners shall strictly comply with relevant laws and regulations of data protection, ensuring that the collection, use, storage, and transmission of consumers' personal information adhere to the principles of legality, legitimacy, and necessity. Personal information shall not be used for marketing purpose without the consumer's explicit consent.

### **4. Fair Competition and Ethical Business Practices**

Weichai Power shall uphold the principle of fair competition in marketing activities. Refraining from any form of unfair competition, such as defaming competitors or engaging in predatory pricing. The Company shall advocate ethical business practices and strive to win market recognition through continuous improvement in product quality and service excellence.

### **5. Environmental Protection and Social Responsibility**

Weichai Power shall actively promote eco-friendly products and services in marketing, encouraging consumers to choose low-carbon and energy-efficient

consumption. The Company shall also advocate for public welfare initiatives and fulfill corporate social responsibilities, contributing to sustainable societal development.

## **6. Employee Training and Supervision**

Weichai Power shall regularly conduct training sessions for employees on responsible marketing to enhance their legal awareness and professional ethics. The Company shall also establish robust supervision mechanisms to monitor marketing activities throughout their lifecycle, ensuring alignment with this policy.

## **7. Whistleblowing and Remediation**

Stakeholders, including employees, consumers, and suppliers, are encouraged to report violations of this policy via designated channels. Any non-compliant marketing practices shall be rigorously addressed, and corrective actions shall be implemented.

## **V. Supplementary Provisions**

Approved by Board of Directors of Weichai Power, this policy shall take effect upon issuance. Weichai Power shall review this policy at least annually and update it in accordance with evolving national laws and international conventions.