



Responsible Marketing Position Statement

Issued on 21.02.2023

Our commitment

stc is committed to ethical sales and responsible marketing practices. The Company commits to provide accurate and transparent communication and responsible interaction with its stakeholders, and strives to ensure that its marketing communications do not include harmful, illegal, immoral, irresponsible or misleading content.

stc commits to delivering its services based on the following principles:

- Transparency: stc will maintain honesty, integrity and transparency in all its communications and content
- Simplicity: stc commits to eliminate ambiguities and omissions across all communication channels
- Legality: stc promotes compliance with applicable laws and regulations.
- Morality: stc commits to protect children and young people online

Purpose and scope

This statement has been formulated to administer the necessary frameworks and standards to ensure responsible marketing practices and children online safety. This statement applies to all sectors and business units in stc. All stc staff and contractors working either on permanent or temporary basis are obliged to follow the outlined standards. stc employees are provided with regular training to reinforce their understanding and implementation of responsible marketing activities.

Responsible marketing material

stc strives to ensure that the information is complete, sufficient and detailed and provide all necessary information to support the understanding of the terms and conditions of our products and services. stc commits to maintaining responsible and transparent marketing through adhering to the following principles:

- stc's marketing material must comply with the applicable laws and regulations;
- stc provides training to employees concerning ethical and responsible behavior in connection with product marking, advertising, marketing and sales promotion;
- stc commits to free and fair competition and business practices in all its markets;

Children online safety

Access to online content accelerates connectivity; however, it also brings a number of challenges, that might impact the lives of children and young people. These challenges include cyberbullying, exposure to harmful or inappropriate content, distribution of child sexual abuse material and more. As a vulnerable group, children and young people require special attention to ensure their online experience is safe and protected.



stc commits to implement the following mechanisms in order to ensure a safe online experience for children and young people:

- stc does not advertise or directly target children. Products suitable for children are clearly be marketed to parents;
- stc raises the awareness of guardians, teachers, and children through educational programs that focus on cyberbullying and harmful online content and ensure the availability of easy-to-use parental controls (e.g. <https://www.stc.com.sa/content/stc/sa/en/content-page/parental-control.html>, <https://www.stc.com.sa/content/stc/sa/en/personal/support/support-library/tips/kids-first-smart-device.html>)

Approvals and review

This statement has been reviewed and approved by senior management and will be periodically reviewed, taking into account any organizational, legal or business changes that may take place.

A handwritten signature in blue ink, enclosed within a blue oval. The signature is stylized and appears to read 'Olayan Mohammed Alwetaid'.

✓ Olayan Mohammed Alwetaid
stc Group CEO