



Responsible Marketing **and Sales Policy**

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Purpose

The main purpose of this policy is to outline the way TBSG interacts with its stakeholders as an important factor in the company's culture and a key factor for its success. When marketing and selling our services, TBSG takes into consideration the individual needs and expectations of its customers in order to provide high-quality sustainable services that will enhance the private and public environment in which TBSG conducts its business.

Scope

The principles of this policy apply to all marketing and sales activities of TBSG that address (potential) customers before, during and/or after a business relationship.

The following principles apply to all employees of TBSG involved in the marketing and sales processes and include direct and indirect communication forms and channels.

TBSG Principles

Legal compliance

TBSG is committed to comply to all applicable legal regulations, established standards and codes of conduct in connection with the marketing and sales practices within the markets of its operation and on an international scale.

Integrity and compliance

TBSG expects all of its employees to behave with integrity as per the established by the company Code of Ethics and Professional Conduct, Anti-corruption Policy, and other applicable policies and rules.

TBSG does not accept any illegal or inappropriate actions that are against the legal requirements and the company's policies, processes and rules. The company will not tolerate any abusive behaviors, criminal or fraudulent activities and takes strict actions against bribery, fraud, money laundering and other illegal activities.

Data protection

With the raising relevance of handling information and data privacy, TBSG has established, implemented, and is maintaining the appropriate technical and organizational security measures within its processes and information security and data privacy policies.

TBSG is committed to comprehensive protection and responsible handling of the information and private data entrusted to us and to respecting the privacy of our customers, employees, suppliers and other stakeholders.

Ethical, trustful, and transparent behavior

Given today's market environment, TBSG considers how its operations will deliver the necessary returns to society by engaging in innovative and meaningful initiatives in the private and public sectors that will ensure a sustainable and reliable transformation that will add value to our community.

The company relies on high customer satisfaction accomplished through reliable high-quality services, open and honest communication, clear marketing messages and content and added value to both customer and society.

No discrimination

The company has put a strict focus on openness and appreciation for all individuals and social groups. TBSG does not tolerate any form of discrimination in connection with age, gender, skin color, sexual orientation, religion, mental or physical limitations or with any other reasons. In the marketing and distribution of our products and services, we also make sure to respectfully address and interact with all social groups. All adopted principles and practices are described in the company's Equality, Diversity and Inclusion Policy.

Responsible growth

TBSG is committed to helping minimize non-financial risks and exploit specific growth opportunities associated with environmental and social developments. Examples include the transition to a resource-efficient economy and the need for greater environmental protection and social integration.

TBSG believes that growth, in addition to being profitable, should also be responsible and therefore carefully evaluates its future transactions in terms of an opportunity to provide services with added value to society, even if this is at the expense of additional efforts on her part.

Therefore, TBSG is working on a broad view of the value chain from an ESG perspective and on broadening our understanding of risk.

Change Control

Prepared / Updated current version

Revision	Date	Name, Surname, position
01	11-01-2023	Aleksandra Kamenska, Business Process Architect

Change control

Revision	Date	Change description
01	11-01-2023	New document

Current version

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