



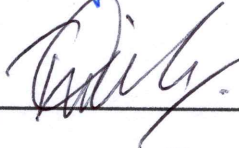
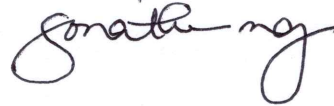


POLICIES AND PROCEDURES

SM RETAIL, INC. RESPONSIBLE MARKETING, LABELING and PACKAGING POLICY

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Document Approval

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OUR COMMITMENT and INITIATIVES

1. Responsible Advertising

SM Retail, Inc. (SMRI) ensures that our advertising campaigns are authentic, transparent, ethical and do not promote harmful practices. We adhere to responsible advertising practices that include sustainability, health, product safety, diversity and inclusion, privacy and data use, and consideration of the environmental, social or ethical impact of the advertised content.

2. Responsible Marketing or Labeling

We are committed to promoting sustainability and transparency in our marketing practices and product labeling. We recognize the importance of providing accurate, relevant, and sufficient information to consumers, empowering them to make informed choices that align with their values and contribute to a more sustainable future.

a. Truthful and Transparent Labeling

Whenever possible, we will work with our suppliers to use understandable language to communicate sustainability information to our consumers and ensure that all claims made on product labels are truthful and accurate.

Whenever possible, we will work with our suppliers to ensure that sustainability information is communicated clearly and accurately on product labels.

b. Ethical Marketing Practices

We refrain from making exaggerated or misleading claims about a product's environmental benefits (greenwashing). We also consider the social and environmental implications of marketing initiatives. We do not promote harmful practices that could undermine consumer trust or harm the community.

c. Sustainability Campaigns

We promote the benefits of sustainable choices and promote sustainable consumption habits.



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3. Responsible Packaging

Whenever possible, we work with our suppliers to adopt sustainable packaging practices, reducing waste, and minimizing our environmental footprint. We will continuously strive to improve our packaging practices and explore innovative solutions to minimize waste and promote responsible consumption.

a. Reducing Packaging Waste

We commit to reduce overall packaging waste by encouraging the use of eco-bags and, whenever possible, minimize the overall amount of packaging used to protect our products.

b. Materials Selection

We will prioritize materials that are recyclable, biodegradable or compostable in order to support a circular economy and reduce waste.

c. Packaging Design

We will continue to research and design packaging that is efficient, functional, and minimizes material usage.

These commitments are part of the SMRI Sustainability Management System to ensure the full realization of the SM Sustainability Policy and uphold good corporate governance principles espoused in our Corporate Governance Framework. This policy shall be regularly reviewed and updated as necessary.



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