



ANTA Sports Products Limited

安踏體育用品有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Codes: 2020 (HKD counter) and 82020 (RMB counter)

RESPONSIBLE MARKETING POLICY

Effective date of this Policy:

Adopted by the Board and effective on 12 December 2024.

1. Introduction

This Policy is hereby formulated to regulate the marketing activities of the Company, ensure our branded product marketing activities' compliance with relevant laws, regulations, and industry rules, fulfil the Company's social responsibility value propositions, and actively contribute to achieving the Company's sustainability goals.

2. Scope

This Policy mainly regulates any communications or activities involving product marketing or affecting customer behaviours. This will involve advertisements and other tools and technologies, including promotion, sponsorship, brand marketing and promotion, or digital marketing communication.

This Policy is applicable to all marketing promotion activities of all brand systems and all brands of the Group, including but not limited to ANTA, ANTA KIDS, FILA, FILA KIDS, FILA FUSION, DESCENTE, KOLON SPORT, SPRANDI, and MAIA ACTIVE. It especially regulates employees who undertake product planning, design, brand marketing promotion, and corporate culture dissemination in each brand system.

3. Formulating Principles

The marketing activities conducted by the Company in any form, including the marketing contents and modes, must conform to applicable laws and industry rules in the respective localities where its business operates, including but not limited to laws and regulations, recommended national standards, and industrial standards, such as *the Civil Code of the People's Republic of China, the Advertisement Law of the People's Republic of China, the Law of the People's Republic of China on the Protection of Consumer Rights and Interests, the Personal Information Protection Law of the People's Republic of China, the Cybersecurity Law of the People's Republic of China, the Data Security Law of the People's Republic of China, the Anti-Unfair Competition Law of the People's Republic of China, the E-Commerce Law of the People's Republic of China*, and relevant judicial interpretations. For overseas operations, the Company shall also identify and comply with applicable local legal requirements and industry standards.

The Company has already established an array of internal policies related to marketing, advertising, and privacy protection, clearly specifying that the marketing behaviour, contents, and modes in the brand marketing activity shall comply with the Company's relevant policies. The Company also undertakes that the marketing activity shall be carried out based on the principles of truthfulness, good faith, accuracy, non-discrimination, no exaggerated publicity on environmental and social benefits, protection of the less privileged, and fighting against unfair competition, so as to protect customers' legitimate interests.

We expect every participant in our marketing communications and activities to understand and abide by our responsible marketing policy.

4. Responsible Marketing Measures

In order to ensure the marketing activities being carried out in a compliant manner, the Company devotes itself to implementing the following responsible marketing measures:

4.1 Scrutinization of Marketing Activities

The marketing activities of the Group's brand systems during product promotion and sales are scrutinized according to relevant laws, regulations, as well as policies, rules and regulations of the Company. During scrutinization, the Company upholds the principles of truthfulness, good faith, and non-discrimination that protect customers' rights and interests, and prohibits providing untrue information about the competitors' work and products. The marketing activities shall truthfully demonstrate the product quality and value. The Company will respect human rights, and does not incite or tolerate any form of discrimination, including discrimination based on race or nationality, religion, gender, age, disability, or sexual orientation. The Company also strictly prohibits contents that violate laws, regulations, as well as social order and good customs, including violence, abuse, exploitation.

During marketing, no misleading statements are allowed. The social and environmental impact of products shall be made public, and the impact of products on society and environment shall not be exaggerated in any form.

To avoid customers' misplaced imagination or interpretation of marketing activities, including but not limited to advertising slogans, product packaging, product names, and product descriptions, the Company strictly regulates brand marketing and publicity activities. In case of verifiable facts, supporting materials should be provided. The Company will especially pay attention to marketing communication to children, teenagers and the less privileged. The Company will display and publicize activities and products in a safe, positive, and healthy manner, and oversee the healthy image of spokespersons or models.

4.2 *Improvement of Customer and Consumer Services*

The Company's core value is being customer-oriented. The Company strictly complies with all applicable laws and regulations, including *the Law of the People's Republic of China on the Protection of Consumer Rights and Interests*, takes customers' demands and requests seriously, and protects their legitimate interests. The Company also brings quality service experience to customers and enhances customer satisfaction by improving the customer service system, communicating with customers effectively, and responding to customers' demands and requests in a timely manner.

4.3 *Emphasis on Personal Privacy and Data Security Protection*

The Company attaches great importance to the customer privacy security, and strictly follows laws and regulations, including *the Cybersecurity Law of the People's Republic of China, the Data Security Law of the People's Republic of China, and the Personal Information Protection Law of the People's Republic of China*. All products and services of each brand provided by our official marketplaces on e-commerce platforms shall comply with *the Company's Personal Information Protection Management System*, and publicly display *the Privacy Policy* to consumers, of which the key contents include information collection, use, protection, and users' rights. In addition, we strictly restrict acquiring, transmitting, using, and storing customer personal information.

4.4 Marketing Compliance Training

In order to strengthen the implementation of the marketing compliance policies, the Legal Management Department carries out marketing compliance training for departments that undertake product planning, design, brand promotion, and corporate culture dissemination in the Group's brand systems, including but not limited to training on China's relevant marketing laws and regulations, preparing relevant courses for all staff to learn on the Group's internal e-training platform, interpreting key articles of law before large e-commerce promotion in China, publicizing in various forms, like e-mail and legal affairs official account, thereby improving staff's compliance awareness, regulating their marketing behaviours, and protect customers' legitimate rights and interests.

5. Supervision

To ensure the marketing activities are compliant, the Company will examine and reanalyze the implementation of the advertising marketing management requirements periodically. The Legal Management Department and Sustainability Department are responsible for the supervision of potential non-compliance events in the Group's marketing activities. The examination includes but is not limited to routine reviews of daily marketing and compliance file checks.

6. Reporting of Violations

The Company is committed to ensuring all marketing activities are carried out responsibly. In case of any violation, please contact the Sustainability Department (e-mail: esg@anta.com.hk). The violations reported will be investigated according to the Company's management policies. Confirmed cases of violations will be dealt with severely.

7. Execution of this Policy

This Policy shall be implemented by the Legal Management Department and Sustainability Department and regularly reported to the Sustainability Committee. The Legal Management Department and Sustainability Department shall from time to time propose amendments or supplements to the Sustainability Committee based on the Group's operations and development to enhance this Policy.

8. Review of this Policy

The Sustainability Committee shall regularly review the implementation and effectiveness of this Policy to ensure that it continues to meet the needs of the Company and reflects both current regulatory requirements and good sustainability practices, and shall discuss and consider any revisions that may be required.

9. Disclosure of this Policy

Full text of this Policy will be published on the Company's sustainability website. A summary of this Policy together with the Sustainability Committee's review of the implementation and effectiveness of this Policy will be disclosed in the Company's environmental, social, and governance report.

10. Definitions

In this Policy, the following expressions shall have the meanings set out below unless the context requires otherwise:

"Board"	means the board of directors of the Company
"Company/We/Our"	means ANTA Sports Products Limited
"Group"	means the Company and its subsidiaries
"Legal Management Department"	means the Group's legal management department of the Company
"Policy"	means this responsible marketing policy
"Sustainability Committee"	means the sustainability committee of the Company

11. Language

If there is any inconsistency between the English and Chinese versions of this Policy, the Chinese version shall prevail.