



# Consumer Policy of the Global Cosmed Capital Group



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**The mission of the Global Cosmed Capital Group is to deliver top quality products, created by people - for people, using state-of-the-art technology and with care for the environment.**

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In our daily work, we are guided by our vision of creating a world based on values: respect, kindness, responsibility, and development, which together allow us to build a safe world for future generations.

In our operations, we follow the provisions of documents such as the Human Rights Charter, the UNGC Report on Ethical and Responsible Communication in Business, and we align with the assumptions of the UN Plastics Treaty, the European New Deal for Consumers and the Green Deal, as well as industry guidelines included in Ad Zero, the Green Claims Code, and the idea of green intelligence. In accordance with the Human Rights Policy of the Global Cosmed Capital Group and the Community Engagement Policy of the Global Cosmed Capital Group, we aim to create equal social opportunities, particularly for the youngest users of our products. Our DEI Policy further details our commitments in terms of diversity, equity, and inclusion

**The purpose of this Policy is to define our responsibility towards consumers and end users.**

### **1. Safety**

**Our approach to safety is defined already in our mission. The starting point is continuous monitoring of needs, (positive, negative, financial) impacts, risks, and opportunities related to fulfilling consumer needs** – their feedback shapes our portfolio from design through production, sales, and communication. Our priority is to safeguard consumer needs related to personal hygiene and home cleanliness. Quality, safety, and product effectiveness are part of the company's DNA, along with responsible sales practices

### **2. Communication**

**Our commitment is to create clear and reliable communication**, especially concerning product composition and usage. Our strength and competitive advantage lie in satisfying consumer needs with products for which claims are always prepared based on our best knowledge or confirmed by independent laboratories. We apply the principles of green intelligence, i.e., we educate consumers about the meaning of messages placed on packaging, enabling them to make more informed choices.

Our commitment also includes open two-way communication:

- a. we comply with the law, continuously monitor legal changes, and when needed, take part in shaping good market practices in the area of consumer protection;
- b. we ensure a high standard of customer communication, and any comments or complaints serve as inspiration for further development. This is done in line with the Anti-Corruption Policy of Global Cosmed S.A.;
- c. we treat every question seriously;
- d. we develop consumer communication tools;
- e. we engage in dialogue with stakeholders, including consumers and end users (e.g., consumer research) and monitor opinions;
- f. we initiate education supporting sustainable development;
- g. we ensure the protection of our consumers' personal data (GDPR).

### 3. Sustainable Consumption and Inclusivity

**We recognise the fundamental and unquestionable human rights outlined in the Human Rights Charter, including the right to equal and respectful treatment and respect for views.**

When creating advertising messages, we consider the social and cultural context in which audiences live. We strive to create products accessible to all consumers (we apply silver tsunami design).

**We see our role in building sustainable consumption, e.g., by providing products that support the customer's care for the environment** (e.g., packaging that meets eco-design requirements and the Global Cosmed Integrated Product Creation Process known as ZPT) and by offering content that fosters more sustainable habits among consumers and end users.

Responsibility for implementing this Policy lies with the entire Global Cosmed Capital Group Team, particularly employees of the R&D, purchasing, quality control, marketing, sustainability, sales, and customer service departments, under the supervision of a Management Board member and appointed area representatives. It is the duty of the top-level representative to ensure, among other things, the achievement of annually established objectives in customer service, legal compliance, and the creation of products and communication that ensure satisfaction of end recipients. The implementation of these goals is reported annually in the non-financial report

#### Management Board of Global Cosmed S.A.



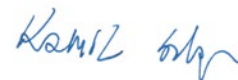
**Magdalena Miele**

President  
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**Arthur Mielimonka**

Member  
of the Management Board



**Kamil Szlaga**

Member  
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