



윤리적 광고 및 마케팅 정책

Advertising & Marketing Ethics Declaration

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Responsible Department	(Primary) e-Biz Team, Communication Team (Secondary) , Marketing Team



Advertising & Marketing Ethics Declaration

1. Overview

A. Purpose of Declaration

F&F Holdings Co., Ltd. (hereinafter referred to as the "Company") has established this policy to provide customers with knowledge and accurate information necessary for informed purchasing decisions, thereby ensuring their right to access information and enabling rational decision-making. The Company aims to contribute to a healthy market environment through ethical advertising and marketing activities.

B. Basic Principles

The Company provides accurate and balanced information about its products and services without delivering exaggerated or false information about the environmental and social impacts. The Company prohibits any advertising and marketing activities that unfairly compare or disparage competitors' products or fail to protect information-vulnerable groups. The Company upholds its responsibility to consumers and society based on this policy, and strives to ensure ethical advertising and marketing activities.

2. Principles

A. [Truthful Information Delivery] The Company does not provide misleading information or use false or deceptive expressions about its products.

① The Company does not use information about raw materials, specifications, performance, and certifications that could mislead or deceive customers.

② The Company delivers accurate and balanced information about its products and services.

B. [No Overstatement or Understatement] The Company does not overstate or understate the



social and environmental benefits of purchasing or using its products and services.

- ① The Company refrains from using expressions such as 'best,' 'top,' or 'eco-friendly' without accurate evidence.
- ② The Company does not deliberately downplay or conceal the negative impacts associated with its products and services.

C. [Protection of Child Consumers]

The Company prohibits expressions that negatively affect children's physical, emotional, or ethical development and avoids advertising or marketing activities that promote excessive consumption or impulsive purchases among children.

- ① The Company refrains from using information suggesting that its products significantly affect a child's body shape, abilities, or behavior.
- ② Advertising and marketing campaigns do not depict children in dangerous locations or engaging in hazardous activities.
- ③ The Company refrains from expressions that encourage children to purchase its products or pressure parents or guardians into making purchases.

D. [Fair Attitude] The Company ensures fairness in its comparisons and refrains from deliberately disparaging competitors' products or services.

- ① Comparisons of specifications, performance, or certifications are only made when based on clear and specific standards.
- ② The Company refrains from making comparisons with competitors' products or services without clear and concrete standards.
- ③ The Company does not use false information without objective and accurate evidence to disparage competitors' products or services.

E. [Respectful Communication]

The Company engages in respectful and ethical communication, guided by its responsibilities toward consumers and society.



- ① Expressions that disregard human dignity or life, or that promote violence, crime, or anti-social behavior, are strictly avoided.
- ② The Company refrains from using content with excessive physical exposure, obscene or provocative elements, or any other expressions that may cause discomfort or offense.