

Magneti Marelli Advertising, Marketing & Communication Principles

General framework

As stated in the Magneti Marelli Code of Conduct, we “*recognize the vital role that honest, clear and effective communication plays in sustaining internal and external relationships and in ensuring high standards in our business.*

Creating a climate where open, two-way communication flows easily is key to our continued success. We seek to promote understanding between leadership and our workforce as well as between the Magneti Marelli group and our stakeholders, our customers, the business community and the public at large. While transparency and honesty are values to which we hold every individual accountable, we also recognize that our continued success hinges on our ability to protect our proprietary information and communicate in a consistent fashion in order to maintain the integrity of our business.”

Introduction

The Magneti Marelli global **Principles on Advertising, Marketing and Communication** have been developed to:

- promote an ethical practice of communication and advertising within the group
- set and maintain standards of honesty, truth, accuracy, fairness and propriety in communication
- provide the criteria for sustainable communication
- form a basis upon which communication is evaluated in response to stakeholder requests

Scope of Application

Principles are applicable to all of Magneti Marelli’s advertising, marketing and communication activities. These activities may include, but are not limited to, customers, consumer, trade/sales and professional promotions and public relations materials; all forms of advertising and marketing including, but not limited to, television, radio, internet, social media, mobile applications, online games and direct marketing; and other forms of communication.

Advertising, marketing and media communications must comply with all relevant laws/regulations in the local country. In addition, national and local self-regulatory organizations (such as national advertising associations, television network approval guidelines, etc.) which have self-regulatory standards or codes of conduct are considered. To this aim, the Principles are reviewed and revised periodically so they remain current.

The Principles apply to communication by:

- Magneti Marelli employees, spokespersons, or representatives
- Brands or companies promoting the use of the group's products or services.

Principles

1. We strive to create advertising, marketing and other media communications that describe how our products, services and brands benefit customers around the world.
2. The material characteristics of the product, service or other subject of our advertising, marketing and media communications should be described, depicted or otherwise portrayed in a manner that is accurate and not false or misleading in context.
3. Claims relating to product features and functions should have a sound scientific or engineering basis that allows Magneti Marelli to substantiate them before they are published or broadcast.
4. Claims relating to environmental impact and social benefit in our advertising, marketing and other media communications should have a sound scientific basis, comply with applicable legislation and regulations, and be easily understood by reasonable consumers or other parties to whom such communications are directed.

Communication of the Principles

Magneti Marelli aims to communicate the Principles globally and to promote their implementation by the relevant functions (e.g., Corporate Communication, Marketing Communication, Legal Department) as well as by its agencies and suppliers.

May 2019