

Coway Ethical Marketing and Advertising Policy

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coway

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1. Overview

Coway has established the 'Coway Ethical Marketing and Advertising Policy' to prevent unfair labeling and advertising and to provide accurate information, ensuring that customers can select the right products and services

2. Scope of Application

This policy applies to all Coway employees and stakeholders, regardless of the type of business entity. This includes all partner companies and individuals collaborating with Coway on marketing and advertising-related tasks.

3. Governance

The Coway Marketing Division monitors the integration of this ethical marketing and advertising policy into the corporate culture. Furthermore, it regularly reviews and reflects the latest laws, regulations, and social standards

4. Basic Principles

1) Accuracy and Integrity

- Coway does not provide false or exaggerated information regarding product and service efficacy, performance, price, or features. All advertising content must specify objective and scientific evidence, and clear grounds must be presented when using absolute expressions.

2) Customer Respect and Protection

- Coway strives to guarantee the customer's right to know and to securely protect personal information. The company refrains from

using offensive or discriminatory expressions in marketing. Special consideration is given to the potential impact on vulnerable groups, including children, adolescents, the elderly, and the economically disadvantaged.

3) Fair Competition

- Coway does not slander competitors or their products without objective evidence, nor does it slander by extracting only unfavorable facts. The company does not seek unfair profits by spreading false information about competitors or their products

4) Social Responsibility

- Coway respects sound social values and avoids creating advertisements that encourage excessive consumption or contain violent, sensational, or hateful content. Coway promotes responsible marketing that considers social issues such as the environment, human rights, and labor.

5. Addendum

This policy shall be implemented effective November 6, 2025.