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Managed by	Marketing Communications Planning Team

Kia Ethical Advertising and Marketing Principles

1. Preamble

A. Purpose of enactment

Kia declares these 'Ethical Advertising and Marketing Principles' to promote a healthy advertising and marketing environment that maximizes customers' right to know and rational choice by providing them with the knowledge and correct information they need to make purchasing decisions.

B. Basic Principle

Kia provides accurate and balanced information about our products and services and does not convey exaggerated or false information about the social and environmental impact of our products. We also prohibit advertising and marketing practices that unfairly compare and disparage competitors' products or fail to protect vulnerable populations with limited access to information, such as people with disabilities and the elderly. Kia is committed to ensuring that our advertising and marketing activities are ethical and consistent with this policy.

2. Principles

A. Kia shall not provide misleading information about our products and does not use false or deceptive representations.

- ① Kia shall not use information that causes or deceives customers regarding raw materials, specifications, performance, and certification.
- ② Kia shall provide accurate and balanced information without exaggerating the convenience and advantages of our products and services.

B. Kia shall not exaggerate or reduce the social and environmental benefits of the purchase and use of our products and services.

- ① Kia shall not use expressions such as 'the safest' and 'eco-friendly' without accurate grounds.
- ② Kia shall not intentionally reduce or conceal the negative environmental impact caused using our products and services.

C. Kia prohibits the use of expressions that have an adverse effect on children physically, emotionally, or morally and shall not engage in advertising and marketing in the form of inducing excessive consumption or impulsive purchase of children.

- ① Kia shall not use information that our products will have a substantial impact on children's physique, ability, or behavior.
- ② Kia shall not conduct advertising and marketing activities that involve children in dangerous places or engaging in dangerous actions.

③ Kia shall not use expressions that induce children or force their parents to purchase our products.

D. Kia shall not unreasonably compare or intentionally disinform customers on competitors' products and services.

- ① Kia shall not compare specifications, performance, and certifications without stating specific and clear standards.
- ② Kia shall not compare with the products and services of competitors without specific and clear standards.
- ③ Kia shall not disparage the products and services of competitors with false information that has no objective and accurate basis.