

BACARDI LIMITED
RESPONSIBLE MARKETING PRINCIPLES

Principle 1

All Bacardi companies and distributors, their employees and providers of marketing services must **comply with the laws, regulations and self-regulatory codes** applicable to their marketing and promotional practices.

Principle 2

All marketing and promotional practices will **present the responsible enjoyment of alcoholic beverages and will not encourage the misuse of alcohol** through the presentation of excessive consumption, or situations where irresponsible consumption is accepted.

Principle 3

All Bacardi **alcoholic beverages products will be clearly identifiable as such** and will provide accurate information on alcohol content. A message or logo, and website address for **responsible drinking information** will be included in commercial communications and on packaging where practicable.

Principle 4

The content and placement of all marketing and promotional practices will be directed towards **consumers of the legal age required for purchasing alcoholic beverages** in the relevant countries and will avoid images and music that would appeal primarily to underage individuals.

Principle 5

All marketing and promotional practices will support the **safe consumption of alcoholic beverages** and will not associate the consumption of alcoholic beverages with any potentially **dangerous and/or hazardous activity**, such as driving motorized vehicles, operating machinery, performing athletic activities or using fireworks.

Principle 6

Marketing activities **will not claim medicinal properties, or health, energy or mood enhancing effects**, for Bacardi products.

Principle 7

Marketing and promotional practices will **not be associated** with any individual or group behavior that is **antisocial, violent or destructive**.

Principle 8

All marketing and promotional practices must be in **good taste** and must **not contain indecent, demeaning, or insulting materials**.

Principle 9

While we recognize that the **digital space** is an alternative community for consumers to network, communicate and comment on products and services, we are to be **honest, transparent, legal, and truthful** and ensure none of our communications attempt to mislead our audiences. The **privacy of the consumer** in the digital space should be observed always.