



ROMA 1992

Ethical Marketing and Responsible Communication Policy

1. Objective and scope

Great Lengths Group, an international company specializing in the production and distribution of hair extensions and related products/services for professional salons, is aware of its corporate responsibilities and the role that commercial communications can play in influencing the decisions of its stakeholders (particularly partner salons and, indirectly, salon customers).

For this reason, the Great Lengths Group is committed not only to offering high-quality products and services, but also to encouraging increasingly informed and informed choices through comprehensive, transparent, and verifiable communications.

This policy is inspired by the ethical values and principles of conduct defined in the Great Lengths Group Code of Ethics, with particular reference to the commitment to providing complete and transparent, comprehensible, and accurate information that respects the dignity of individuals and protects the potentially most vulnerable.

2. Company commitment

The following Policy describes 8 commitments of Great Lengths Group:

- We are committed to ensuring that all communication materials (written, audio or visual) consistently and truthfully represent the characteristics of the products and services, including relevant technical information (e.g. materials, instructions for use and maintenance, expected duration/results), as well as any information useful for informed use.
- We are committed to creating communications that are not misleading in any way and not to present products as "miracle" solutions or as a substitute for treatments or professional services for which they are not intended, nor to promise results that cannot be realistically achieved.

- We are committed to rejecting vulgar, contradictory, uncertain, or ambiguous messages, as well as content that is discriminatory or harmful to human dignity.
- We are committed to supporting with adequate and verifiable evidence all claims regarding the performance, benefits, quality, safety, tolerability, and correct application of products and processes, including any comparative claims.
- We are committed to representing products and results in a realistic and contextualized manner, avoiding misleading manipulation (e.g. excessively retouched images or unrepresentative before/after) and without encouraging improper or potentially harmful behaviors.
- We are committed to not compromising correct information regarding wellness and personal care practices, promoting a balanced and responsible approach and promoting, where relevant, the importance of training and professionalism in salons.
- We are committed to not attributing statistical validity to tests or research (for example on preferences, satisfaction, performance or perceived results) if not supported by appropriate evidence and methodologies, declaring transparently the limits and conditions of the surveys.
- We are committed to accurately and transparently representing any environmental or social benefits associated with our products or processes, avoiding any form of greenwashing or similar distortions.

3. Responsible communication towards our customers

While primarily aimed at professionals (salons), the Great Lengths Group recognizes that some communications may also reach a wider audience via digital and social channels. In such cases, the Great Lengths Group is committed to:

- Recognize the role of professionals and reference figures (e.g. salons, consultants, caregivers) in guiding informed choices, especially when communication can intercept potentially vulnerable subjects;
- Use responsible marketing techniques, avoiding creating undue urgency to purchase, psychological pressure or messages that may fuel insecurities or stereotypes;
- Represent products and results in a fair and proportionate manner, clearly indicating conditions of use, maintenance and limitations, so as to foster realistic expectations;
- Use testimonials or influencers responsibly, ensuring transparency on any partnerships and consistency with the values of this policy.

Finally, the Great Lengths Group is committed to adopting a responsible approach also towards sensitive contexts and places where people's social life develops (for example educational or training initiatives), avoiding inappropriate promotional practices.

4. Regulations and codes of conduct applicable to the operational process

- Great Lengths Code of Ethics.

5. Roles and responsibilities

The implementation of this Policy is the joint responsibility of the entire organization, according to the following methods:

Marketing & Communication: Ensures true, non-misleading, and regulatory-compliant communications; ensures the correct use of claims with adequate evidence; verifies the consistency between messages and actual product/service performance; promotes compliance with ethical standards by suppliers and partners; manages any marketing-related complaints.

Sustainability: Verifies environmental and social information in communications, ensuring consistency with sustainability reporting and official data; prevents forms of greenwashing or similar distortions; supports the definition of ethical guidelines for ESG claims.

Legal Affairs/Regulatory Office: ensures regulatory compliance of communications and claims, verifying their adherence to applicable laws, regulations and self-regulation codes.

CdA: the Executive Team approves this Policy and oversees its implementation at least annually.

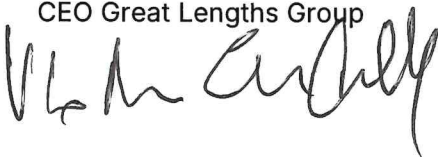
6. Lack of diligence

In the event of non-compliance with this Policy, the Legal Department is responsible for assessing and addressing any violations.

Any violations of this Policy may be reported through the dedicated channel, available at the following email address: info@greatlengths.com

DOCUMENT APPROVED BY:

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