

## Responsible communication charter

The aim of this charter is to apply the Group's societal and environmental obligations to any form of marketing communication and allow all entities and countries to share best practice when it comes to communication in general and advertising in particular.

### Preamble:

All communication should be **legally compliant** and should not incite the violation of any law.

### Scope

This charter concerns all marketing communication, in all countries worldwide, produced either by the Group, the brands, the regional divisions or the network:

- **Advertising via traditional media channels:** TV, radio, outdoors, press
- **Internet-based advertising**, including the websites of the brands and the Group, product mini-sites...
- **Promotions**
- **Sponsorships**
- **Direct marketing:** mail-shots, customer-loyalty magazines...
- **Handouts, brochures** distributed in letter-boxes
- **Catalogues** on products and services
- Information distributed at **trade-fairs** (panels, interactive kiosks, trade-fair films and any documents handed-out)
- **POS**
- **Corporate brochures**

### Principles

1. All communication should be framed with a fair sense of our societal responsibility
2. All communication should be framed with a fair sense of our environmental responsibility
3. All communication should be framed with a fair sense of the financial stakes for the customer.

## Principle n° 1: All communication should be framed with a fair sense of our societal responsibility

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### Communication should respect human dignity

Article 4 of the ICC Code

*“Marketing communication should respect human dignity and should not incite or condone any form of discrimination, including that based upon race, national origin, religion, gender, age, disability or sexual orientation.”*

- ✦ Communication should not be of a nature to offend the sensibilities, shock or even provoke the general public by portraying an image which undermines a person’s dignity and decency.
- ✦ Any degrading or humiliating representation of any person, whether explicit or implicit, is unacceptable.
- ✦ Any compromising presentation of a situation in which a person is dominated or exploited by another is unacceptable.
- ✦ Communication should not diminish any person, male or especially female, by portraying them as an object.
- ✦ Communication should neither portray nor refer to any person without first obtaining their consent, irrespective of whether the person is well-known or not.

### Communication should not condone any form of discrimination

- ✦ Communication should not condone the idea that a person is inferior because he or she belongs to a social group or minority.
- ✦ Communication may not promote, even indirectly, any behaviours or feelings of exclusion, intolerance or racism.
- ✦ Communication should not induce an idea of submission or dependency degrading any person, male or in particular female.
- ✦ The use of stereotypes, evoking traits of character supposed to be representative of a social, ethnic or religious group should be handled with the greatest of care.
- ✦ Any allusion, even humoristic, to the pejorative idea that a person is inferior because he or she belongs to an ethnic group or religion should be prohibited.

### Communication should not harm the safety or security of any person, group of persons or property

Article 17 of the ICC Code

*“Marketing communication should not, without justification on educational or social grounds, contain any visual portrayal or any description of potentially dangerous practices, or situations which show a disregard for safety or health, as defined by local national standards.”*

- ✦ Communication should not present, under normal conditions of use, any vehicle contravening the rules of the Highway Code or any safety imperatives.
- ✦ With regard to road safety, consumers should not be misled to believe that the qualities of the vehicle supersede the elementary rules of precaution.
- ✦ It should not incite drivers to act aggressively, violently or endanger other road users.
- ✦ It should not appear to condone or encourage dangerous or reckless behaviour.
- ✦ It should under no circumstances give the impression that violence is either an accepted reality or acceptable.
- ✦ Speed should not be used as an advertising claim.

### Communication should be honest

Article 3 of the ICC Code

*“Marketing communication should be so framed as not to abuse the trust of consumers or exploit their lack of experience or knowledge.”*

Article 13 of the ICC Code

*“Marketing communication should not contain or refer to any testimonial, endorsement or supportive documentation unless it is genuine, verifiable and relevant.”*

- ✦ Communication should not grant exclusivity to an advertiser for an action, which is similar to that of other advertisers.
- ✦ An advertiser may not claim exclusivity for certain actions if these are required by everyone under current law.
- ✦ Using terms such as “the first, the best, number 1, the least ...” calls for special attention. The advertiser has to be able to prove that these correspond to a specific reality.

- ↪ The term “new” and its derivatives should only be used in the context of a real product alteration. Use of such a term is normally limited to a period of one year.

### **The principle of communication truthfulness**

Article 5 of the ICC Code

*“Marketing communication should be truthful and not misleading.*

*Marketing communication should not contain any statement, or audio or visual treatment which, directly or by implication, omission, ambiguity or exaggeration, is likely to mislead the consumer.”*

### **The principle of non denigration**

Article 12 of the ICC Code

*“Marketing communication should not denigrate any person or group of persons, firm, organization, industrial or commercial activity, profession or product, or seek to bring it or them into public contempt or ridicule.”*

- ↪ All communication should respect the principles of fair competition.

### **Check that suppliers and service providers meet the Group’s social and environmental requirements**

- ↪ Media agencies should be obliged to comply with the “PSA Peugeot Citroën social and environmental responsibility requirements” frame of reference for suppliers.
- ↪ In the case of a promotional campaign involving the distribution of gifts, suppliers should undertake to meet these requirements.

## Principle n°2: All communication should be framed with a fair sense of our environmental responsibility

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### Communication on environmental protection should be exemplary

- ↵ No communication should present any behaviour which goes against environmental protection without qualifying this positively,
- ↵ Communication should not incite behaviour which goes against environmental protection.
- ↵ It should not give or appear to give full or total safety guarantees in the area of the environment.
- ↵ It should refrain from evoking or representing behaviour which goes against conserving natural resources.
- ↵ Vehicles represented outdoors should be clearly positioned on roads open to traffic.
- ↵ It should neither directly nor indirectly encourage excessive methods of consumption or the wasting of energy and natural resources.

### Communication should present environmental claims in an honest and truthful way

*Article E1 of the ICC Code*  
“Marketing communication should be so framed as not to abuse consumers’ concern for the environment, or exploit their possible lack of environmental knowledge.  
Marketing communication should not contain any statement or visual treatment likely to mislead consumers in any way (...).  
An environmental claim should be relevant to the particular product being promoted (...).”

- ↵ Consumers should not be misled by communication on the reality of a product’s environmental properties or benefits or by actions on the part of the advertiser in favour of environmental protection: environmentally-friendly feature or features should be presented accurately.
- ↵ Any communication making environmental claims should refer to the vehicle concerned (explicit details on the model) and visibly mention CO<sub>2</sub> emissions and standardized consumptions for this vehicle.

- ↵ When advancing a specific environmental claim (for example, low consumption or CO<sub>2</sub> emission), communication should clearly specify the version concerned.
- ↵ Communication should not resort to specific demonstrations or conclusions related to the environment which does not comply with recognized scientific work.
- ↵ Advertisers should be able to provide any specific items to justify its advertising claims, indications or presentations.
- ↵ It should not make promises which are too general: for example, it is not appropriate to qualify vehicles with heat-engines as clean, green or environmentally-friendly.
- ↵ Use of symbols or logos should not create confusion with an official label.
- ↵ Communication should not grant exclusivity to an advertiser for an action which is similar to that of other advertisers.
- ↵ Communication should not exclusively attribute environmentally-friendly qualities to a product if those of competitors are identical.
- ↵ In the case of an environmentally-friendly action, an advertiser may not claim superiority or precedence which is not based on objectively verifiable facts.
- ↵ An advertiser may not claim exclusivity for certain actions if these are required by everyone under current law.
- ↵ The advertiser should indicate how the product presents the qualities it claims and in which context.

### The choice of advertising media should take environmental consequences into consideration.

- ↵ When choosing a communication medium, give preference wherever possible to materials with the lowest impact on the environment.
- ↵ When paper is unavoidable: brochures, leaflets ... make sure that the paper and inks used are environmentally-friendly.

- ↵ For brochures and leaflets, keep to the strict minimum and avoid superfluous pages.
- ↵ Do not hand out brochures or leaflets in the street in an unauthorized way.

- ↵ At trade fairs, prefer to take addresses (ideally on PDA) for sending catalogues rather than systematically hand out brochures.
- ↵ Avoid distributing plastic bags. Use paper- or reusable bags.

## Principle n°3: All communication should be framed with a fair sense of the financial stakes for the customer.

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### Communication of promotional operations should be clear and honest.

*Article A1 of the ICC Code: Principles governing sales promotions*

- All sales promotions should deal fairly and honourably with consumers and other beneficiaries.
- All sales promotions should be so designed and conducted as to avoid causing justifiable disappointment.
- All sales promotions should be framed in a way which is fair to competitors and other traders in the market.

*Article A2 of the ICC Code: Terms of the offer*  
“Sales promotions should be so devised as to enable the beneficiary to identify the terms of the offer easily and clearly. Care should be taken not to exaggerate the value of the additional benefit or to obscure or conceal the price of the main product.”

*Article A3 of the ICC Code: Presentation*  
“A sales promotion should not be presented in a way likely to mislead those to whom it is addressed about its value or nature.”

- ↪ In the case of any communication mentioning the price of a product, clearly indicate the name and description of the version this price applies to.
- ↪ If a price may only be obtained under certain terms and conditions (order for a vehicle on stock, connected to financing ...) these terms and conditions should be clearly explained in the communication.

- ↪ If a communication presents several offers which may not be cumulated, this information should be clearly indicated.
- ↪ If the price announced is not that of the model presented, the communication should clearly state which version the price corresponds to.
- ↪ All marginal references directed to the consumer should be presented in a clear and legible way.

### Communication should not minimise the importance of the financial commitment

- ↪ For any communication concerning lease or purchase financing offers, the cash purchase price of the product should be indicated, as well as the total price if purchased on credit.
- ↪ When a financing rate is referred to in the communication, its presentation should not give the impression that this may be generally applied to any other situation.
- ↪ All marginal references directed to the consumer should be presented in a clear and legible way.
- ↪ Before communicating on a credit offer, the wording of the proposed text should be approved by the credit institution the advertiser is working with.

## Stages for designing responsible communication

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### Agency brief

- The responsible communication charter should be sent to all agencies consulted by the Group for any consumer-aimed communication action.
- The briefs (or specs) handed over to the media agencies should be consistent with this charter:
  - Check the accuracy of product information/claims sent to the media agencies with the help and support of the brand product entities and the Sustainable Development delegation if necessary.
  - Point out that compliance with the charter is essential

### Approval

Before being distributed, all communication should go through the following approval stages:

#### 1. The operating entity\* verifies:

- ↻ Compliance of commercial designs with the responsible communication charter
- ↻ Product information accuracy with the help and support of the product entities (subsidiaries, DPMP or DPMC and DCom if necessary)
- ↻ Compliance of visual aids presented

\* Operating entity: any entity in charge of communication actions aimed at potential or existing customers regardless of the medium.

#### 2. The operating entity sends the design to the country legal entity which checks compliance with local laws and regulations, especially with regard to the presentation of promotional offers and the legal marginal references required.

- DJRA for France
- Country legal entity, where this exists
- Subsidiary's external legal counsel in other cases.

#### Important reminder:

Advertising agencies should check that their projects comply with the legal rules in force in the country concerned. This being said, given the fact that any risks weigh above all on the advertiser, the brand entities in charge of creating and distributing advertisements should comply with the approval stage described above. Advertising agencies should guarantee that third party rights are respected.

#### 3. Where necessary, the operating entity presents the design to the country's self-regulatory advertising authority. The latter checks that the design complies with the codes of self-discipline it has defined.

By way of an example:

- BVP for TV campaigns in France <http://www.bvp.org>
- ASA for the UK <http://www.asa.org.uk/asa/>

#### 4. The operating entity presents the design to the entity ultimately in charge of signing the project off notably after checking that this complies with the Brand's code of ethics

- ↻ The CEO of the Brand for international product communication campaigns
- ↻ The subsidiary MD for all local communication or marketing communication campaigns
- ↻ The operating entity director for all local communication or marketing communication campaigns for France and for any other marketing communication (catalogues, sites internet, trade-fair communication...)

## In summary

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- All communication should **be legally compliant** and should not incite the violation of any law.
- This charter governs all communications aimed at the general public, in all countries worldwide.
- During the brief or specs phase, the charter should be sent to the agencies consulted by the Group for any marketing communication action.

### Communications should comply with the following principles:

#### 1. All communication should be framed with a fair sense of our societal responsibility

- It should respect human dignity
- Communication should not condone any form of **discrimination**
- Communication should not harm the **safety and security** of people and property
- Communication should be **honest**
- The **truthfulness** principle of communication
- The principle of **non denigration**
- Check that suppliers and service providers comply with the principles of sustainable development

#### 2. All communication should be framed with a fair sense of our environmental responsibility

- Communication on environmental protection should be **exemplary**
- Communication should present environmental claims in an **honest and truthful** way
- The choice of advertising medium should take **environmental consequences** into account.

#### 3. All communication should be framed with a fair sense of the financial stakes for the customer.

- Communication of sales promotions should be **clear and honest**.
- Communication should not minimise the importance of any **financial commitment**

**Any advertisement should pass by the design stages stated in the charter.**

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