

Responsible Marketing Training

The Group strictly complies with the relevant laws and regulations of the electronic atomization industry in major global markets, and has formulated the *Responsible Marketing Policy* accordingly. To ensure continuous compliant operation and the comprehensive implementation of a sense of responsibility, the Company regularly conducts special responsible marketing training for all employees.

In 2024, the responsible marketing training covered all employees. The training content strictly adheres to the requirements of laws and regulations including China's National Standard *Electronic Cigarettes* (GB 41700-2022), the European Union's *Tobacco Products Directive* (hereinafter referred to as "EU TPD"), and the *Premarket Tobacco Application* (PMTA) by the US Food and Drug Administration (FDA). It elaborates on compliance requirements in key areas such as minor protection, advertising restrictions, and standardized management of sales channels, among which it clearly emphasizes the prohibition of selling electronic atomization products to minors.

Meanwhile, the Group provides all employees with various learning materials and online courses to ensure that the concept of responsible marketing is integrated into all aspects of enterprise operations, thereby promoting the standardized development of the electronic atomization industry.