



FRØY

Marketing Policy

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Marketing Policy

Approved by: Chief Executive Officer**Executive party:** Director of Sales and Marketing

POLICY

General

Frøy ASA, hereby referred to as Frøy, aims to be a sustainable and forward-looking company who regard inclusiveness, social responsibility, research, and innovation as a central part of operations. Through this policy, Frøy establish the fundamental principles of the company's presence in society.

As a critical supplier of services to some of the world's largest aquaculture farmers, Frøy has an extraordinary responsibility in delivering the highest standards in all ESG-areas. Frøy is proud of this responsibility and wish to communicate this to all.

To achieve this, Frøy makes the following commitments:

- Frøy will always follow relevant legislation on communication and marketing practices on the national and international levels.
- To lessen our carbon footprint, Frøy is to use digital marketing to the greatest extent possible, and to avoid when possible, using printed media.
- Frøy shall sponsor organizations and low-threshold activities that take place in local communities in the areas Frøy operates. Frøy wish that our sponsor funds reach the broader mass, not the top level.
- Frøy shall not sponsor organizations or activities that do not align with Frøy's values and vision.
- Frøy shall provide transparent and correct information about its activities.
- Frøy shall never discredit competitors or collaborators.