



Effective Date : June 2, 2024

# KT&G Code of Conduct



Korea Ginseng Corp.



Yungjin Pharm



Tae-a Industry



KGC Life & Gin



KGC Yebon



SangSang Stay

COSMOCOS

## Table of Contents

### Message from the CEO

### Introduction

Definition of the Code of Conduct  
Need for the Code of Conduct  
Applying the Code of Conduct  
Speak Up  
Supervisor's Responsibilities

### Exemplary Company

#### 1 Business Ethics

- 1.1 Conflict of Interest
- 1.2 Prohibition of Insider Trading
- 1.3 Anti-Bribery and Anti-Corruption
- 1.4 Political Activities
- 1.5 Use of Social Media
- 1.6 Integrity in Daily Business Conduct

#### 2 Asset and Information Protection

- 2.1 Protection of Assets
- 2.2 Protection of Information
- 2.3 Data Privacy

#### 3 The Company's Statements and Records

- 3.1 Accurate Record-Keeping and Compliance with Accounting Standards
- 3.2 Compliance with Public Disclosure Requirements
- 3.3 Document Retention

### Progressive Company

#### 4 National and International Trade

- 4.1 Fair Trade
- 4.2 Supply Chain
- 4.3 Compliance with International Trade Regulations
- 4.4 Anti-Money Laundering and Tax Evasion

#### 5 Sales and Marketing

- 5.1 Responsible Sales and Marketing
- 5.2 Transparency
- 5.3 Compliance with Regulations

#### 6 Research Ethics

- 6.1 Responsible Research and Development Activities
- 6.2 Research Integrity
- 6.3 Animal Protection

### Inclusive Company

#### 7 Commitment to the Community

- 7.1 Environmental Protection
- 7.2 Contribution to the Community
- 7.3 Customer Focus
- 7.4 Respect for Shareholders

#### 8 Commitment to Human Rights Management

- 8.1 Compliance with Human Rights Policies
- 8.2 Harassment and Sexual Harassment in the Workplace
- 8.3 Anti-Discrimination and Respect for Diversity
- 8.4 Creation of a Safe Working Environment
- 8.5 Guarantee of Fundamental Rights of Workers

## Message from the CEO

Dear fellow colleagues,

In the face of a rapidly changing global business landscape, we at KT&G Group have united with the common goal of propelling KT&G as a Global Top-tier enterprise by establishing a new business structure based on fundamental competitiveness and global prowess in our drive for performance improvement.

Our Code of Conduct serves as a guidance, providing a framework for prudent decision-making to tackle the numerous challenges, risks, and uncertainties faced as we pursue our goals and vision. To meet the trust placed in us by our customers, shareholders, stakeholders, and the local community, we must prioritize ethical values in our daily work and decision-making processes and adhere to the principles in the Code of Conduct to set the foundation for KT&G Group's sustainable growth.

We must work together under the guidance of our Code of Conduct to ensure KT&G Group's successful positioning in the global market.

Thanks.

KT&G CEO-President  
Kyung-man Bang  
June 2024



## Introduction

### Definition of the Code of Conduct

This Code of Conduct sets forth KT&G's rules and guidelines to put into practice the company's business philosophy of becoming an "exemplary, progressive and inclusive company."

### Need for the Code of Conduct

KT&G established this Code of Conduct to provide standards for ethical and lawful behavior when making business decisions in the workplace as well as for external relationships with the company's interested parties such as its customers, shareholders, competitors and partners, or in the local community and the nation.

KT&G is a global corporation that seeks change and innovation. By understanding and complying with this Code of Conduct, all of us can pursue proper management, fulfill our social responsibilities, and protect the company and ourselves from potential legal and social risks while pursuing the sustainable development of KT&G.

### Applying the Code of Conduct

This Code of Conduct uniformly applies to all current executives and employees of KT&G and its affiliates, including domestic and foreign subsidiaries (collectively, "KT&G" or the "Company"). KT&G also encourages other interested parties, including its joint ventures and partners, to adopt and adhere to this Code of Conduct.

There may be instances when the standards set forth in this Code of Conduct conflict with the local laws or customs of a particular country or jurisdiction. In such cases, the local laws and customs should always apply if they require a stricter standard than that set out in this Code of Conduct. However, if this Code of Conduct provides for a stricter standard, this Code of Conduct should apply to the extent that it corresponds with the local laws or customs.

This Code of Conduct does not cover every possible situation that may arise when conducting operations. Therefore, KT&G may establish and operate separate internal regulations, guidelines and policies that supplement this Code of Conduct. Moreover, a KT&G executive or

employee confronted with any other issue not provided in this Code of Conduct or relevant internal regulations or ethical conflict should consult with the head of his or her department or the ethical management department in an effort to make the ethical decision at all times.

Any KT&G executive or employee that fails to adhere to this Code of Conduct may be subject to a disciplinary measure pursuant to applicable internal bylaws or policies.

## Speak Up

If you breach this Code or become aware of any suspected or actual wrongdoing or unethical conduct, please report it to the Speak Up channel of your Company or KT&G ([www.ktng.com](http://www.ktng.com) → Unethical Practice Reporting) immediately.

KT&G will listen to you and support you should you decide to speak up. Your identity will be kept confidential while the Company conducts an impartial and objective investigation.

KT&G strictly prohibits any form of retaliation, punishment or unfavorable treatment for speaking up. Any such retaliation, punishment or unfavorable treatment will itself be treated as a direct violation of this Code of Conduct. KT&G would like to emphasize once again that the Company does not tolerate such retaliation, punishment or unfavorable

treatment.

## Supervisor's Responsibilities

All supervisors of KT&G, including its executives, may have a profound effect on the working environment and corporate culture of KT&G. Therefore, it is not enough for supervisors to require their employees to follow this Code of Conduct. Supervisors must lead by example, by being well versed in and adhering to this Code.

Supervisors should ensure that this Code of Conduct applies uniformly to all KT&G executives and employees. Supervisors should also create an environment in which their employees are encouraged to ask questions relating to this Code and speak up should they discover or suspect any violations of this Code.

If you are a supervisor and receive a report on suspected or actual unethical behavior, you should notify your Company's ethical management department of such report, and make efforts to protect the whistleblower, such as monitoring any potential reprisals against the whistleblower.

In particular, supervisors must remember that any employee speaking up is performing his or her duty as an employee of KT&G and that all potential concerns of reprisal should be fully addressed.

1  
Business Ethics

2  
Asset and  
Information  
Protection

3  
The Company's  
Statements and  
Records

# Exemplary Company

## 1 Business Ethics

- 1.1 Conflict of Interest
- 1.2 Prohibition of Insider Trading
- 1.3 Anti-Bribery and Anti-Corruption
- 1.4 Political Activities
- 1.5 Use of Social Media
- 1.6 Integrity in Daily Business Conduct

## 2 Asset and Information Protection

- 2.1 Protection of Assets
- 2.2 Protection of Information
- 2.3 Data Privacy

## 3 The Company's Statements and Records

- 3.1 Accurate Record-Keeping and Compliance with Accounting Standards
- 3.2 Compliance with Public Disclosure Requirements
- 3.3 Document Retention



# 1

## Business Ethics

### 1.1 Conflict of Interest

We are attentive to both potential and perceived conflicts of interest between our personal interests and those of KT&G. We should make decisions by considering what is in the best interest of KT&G in cases of conflicts of interest.

#### 1.1.1 Disclosure of Potential Conflict of Interest

When an actual or potential conflict arises, you should report it to the head of your department or disclose it to the ethical management department as soon as possible.

Following such disclosure, the head of the department or the ethical management department will assess if there is any potential conflict of interest. If they find that conflict is highly likely, they should take or require necessary measures to be taken, such as changing the roles and responsibilities of the relevant executive or employee.

We should always be cautious about actual or potential conflicts of interest involving not just our close personal relationships with family members, close relatives or acquaintances, but also with organizations that we have previously worked at.

#### Example

##### • Where conflict of interest is highly likely to occur

- Where you, as a KT&G executive or employee, hire your family members, close relatives or acquaintances
- Where you, as a KT&G executive or employee, have your family members, close relatives or acquaintances involved in KT&G's business
- Where you, as a KT&G executive or employee, have companies or organizations, in which your family members or close relatives work or hold material economic interests, involved in KT&G's business
- Where you, as a KT&G executive or employee, have a company or organization that you used to work for or its agent involved in KT&G's business

### 1.1.2 Evasion of Economic Interests

We should be attentive not to create economic interests in a competitor, partner, customer, or even with other executives or employees of KT&G.

#### Example

##### • Where a conflict of economic interest is likely to arise

- Holding material economic interests in a competitor, partner or customer while you are involved in KT&G's transactions with such competitor, partner or customer
- Investing in the same entity or formulating a joint venture with a competitor, partner or customer
- Lending (or borrowing) money to (or from) a competitor, partner, customer or fellow KT&G executive or employee
- Engaging in any other economic activity against KT&G's interests

### 1.1.3 Outside Employment

We, as KT&G executives or employees, have an obligation to faithfully perform our duties at KT&G. Therefore, we must not engage in any business for profit other than our duties at KT&G.

## 1.2 Prohibition of Insider Trading

We strictly protect any inside information of KT&G or that of our partners or customers that is not available in the public domain. We must not trade any shares and convertible bonds of KT&G or that of our partners based on inside information, nor should we disclose inside information to third parties to prevent insider trading.

#### ※ What is “inside information”?

Inside information refers to non-public information that may be used when making an investment decision. Such information includes, but is not limited to, information on the financial condition of the Company, acquisition of treasury stocks, capital increase, large-scale investments, proposed merger and acquisition transaction, development or launch of new products and contracts with partners.

#### Example

##### • Practices that may be deemed as insider trading

- Disclosing inside information to any executive or employee of KT&G not involved in the transaction
- Disclosing inside information to any third party such as customers, partners, family or acquaintances
- Buying or selling shares by using inside information while possessing such information
- Recommending third parties to buy or sell shares while possessing inside information



## 1.3 Anti-Bribery and Anti-Corruption

We strictly prohibit all types of bribery and corrupt practices, and comply with the relevant anti-bribery and anti-corruption laws applicable in each country.

### 1.3.1 Prohibition of Bribes

We must not give, or promise or offer to give, any bribe or inappropriate money and valuables to public officials, executives and employees of public corporations and institutions, international institutions or individuals in the private sector related to our other businesses, either directly or through a third party. In addition, we must not accept or solicit any bribes or inappropriate money and valuables from our interested parties.

### 1.3.2 Prohibition of Unlawful Solicitation

We must not unlawfully solicit another party, directly or indirectly, to obtain any business gains or benefits. No work should be conducted with unlawful solicitation from any interested parties.

### 1.3.3 Gifts and Hospitality

We should be attentive to any acts of giving and receiving gifts or hospitality beyond the generally accepted level, as it may affect the impartiality of our performance of work. Acts of ex-

changing gifts or hospitality may contribute to fostering sound and transparent business relationships. However, as the standards for regulating the exchange of gifts or hospitality may vary in different countries, we must ensure that all such acts comply with the law.

#### Example

##### • Gifts and hospitality that may be deemed as bribes

- A bribe refers to all types of giving and/or receiving financial benefits, including, but not limited to, cash, KT&G products, liquor, hospitality and entertainment services, such as golf and convenience services such as transportation and accommodation
- Nominal payments (e.g., so-called "facilitating payments") or small gifts provided to government officials in order to speed up a routine process or service, are also considered bribes in most countries

## 1.4 Political Activities

We respect the rights of our executives and employees to participate in political activities such as expressing diverse political views or voting. However, please bear in mind the following before engaging in any political activities:

- When participating in political activities, you must clearly specify that you do not represent KT&G and that your view is of your own as an individual, not of the Company;
- You must not make any political donations on behalf of KT&G;
- You must not engage in political activities in the workplace and make the workplace a political arena;
- Your political activities must not prevent you from fulfilling your duties or responsibilities or result in conflict of interest with your responsibilities at work; and
- You must not participate in political activities during your working hours without obtaining the Company's approval in advance.

## 1.5 Use of Social Media

We respect the freedom of expression of our executives and employees. However, as there are no clear boundaries between business and personal areas on social media, and information sharing on social media may create a wide-reaching ripple effect, please take extra care with the following to prevent the use of social media from adversely affecting other employees and/or KT&G:

- When expressing an opinion that may be socially controversial, clarify that you do not represent KT&G and your opinion is of your own as an individual, not of the Company;
- You must be alert not to disclose any work-related information;
- When uploading an image or video of others, you must obtain permission from the persons appearing in such image or video;
- You must not upload any illegal content such as content that is defamatory or infringes another person's copyrights; and
- You must be conscientious not to use social media excessively to the point of harming your performance at work.

## 1.6 Integrity in Daily Business Conduct

We must follow the relevant laws and regulations, as well as the bylaws and policies, and carry out our work in a transparent manner. We should not undertake any activities that may have a negative impact on KT&G. When you become aware of any unlawful or improper conduct of a coworker or you are instructed to engage in any such conduct, you must immediately notify the head of your department or the ethical management department of the situation.

## 2 Asset and Information Protection

### 2.1 Protection of Assets

All assets of KT&G are assets of KT&G and its shareholders that form an essential element of the Company's sustainable growth. Such assets should be used efficiently and should be protected from misappropriation, theft and any other form of misuse or abuse.

KT&G executives and employees may not use KT&G's assets for their own or another person's interests, and must lawfully use and manage the Company's assets to the extent necessary to perform their duties.

#### Example

##### · Prohibited acts in order to protect assets

- Damaging the Company's assets or engaging in theft, misappropriation, or unauthorized use, lease or sale of the Company's assets
- Receiving reimbursements or using the corporate credit card by falsifying information or in violation of the Company's reimbursement guidelines
- Using the Company's data assets or equipment, such as telephones, Internet, PC, server and work systems, for personal use

### 2.2 Protection of Information

We strictly manage and protect all of KT&G's information. We do not obtain or use trade secrets or intellectual properties of third parties including our competitors through unlawful means.

#### 2.2.1 Protection of Trade Secrets and Intellectual Property Rights

We should protect any and all information of the Company that has tangible value in accordance with the relevant laws and regulations as well as KT&G's regulations.

The Company's information subject to protection includes, but is not limited to, financial information, research and development data, intellectual property rights such as patent rights, trademark rights, utility model rights, design rights, product information, business strategies and plans, pricing and other marketing strategies and information on merger and acquisition transactions, as well as other corporate affairs.

## 2.2.2 Protection of Trade Secrets and Intellectual Properties of Third Parties

We abide by all laws and regulations concerning intellectual property rights. We use the intellectual property right of a third party only when we have valid rights and authority to do so.

Moreover, we do not obtain trade secrets of our competitors or third parties through unethical means such as hacking, wiretapping or providing money and valuables. When obtaining a third party's trade secret under an agreement, we must confirm whether the provider of such information has valid rights to do so, and only use the provided information in accordance with the terms and conditions of a confidentiality agreement, if any.

### Example

#### • Trade secret and intellectual property right protection practices

- Unauthorized disclosure of the Company's information, such as specifications of new products, is prohibited
- Unauthorized carrying-in/out of an office automation device or installation of unauthorized software is prohibited
- Working with confidential information at a public space or leaving such information unattended in a public space is prohibited
- Disclosure or use of confidential information of the Company you previously worked at is prohibited
- Unauthorized use of any unlicensed software is prohibited

## 2.3 Data Privacy

We collect and use personal data in accordance with the applicable privacy laws of each country and KT&G's policy, following the due procedures such as obtaining consent from data subjects and using data for reasonable business purposes. We use our best efforts to protect data privacy and prevent any illegal disclosure of personal data. We also require all third parties who collect or use personal data on our behalf to comply with the relevant laws and regulations.

### ※ What is “personal data”?

Personal data refers to any information that can be used to distinguish an individual's identity, such as name or identification number, and information that can be used in conjunction with other personal data to identify an individual such as location data and online identifier, and includes anonymized data thereof.

## 3 The Company's Statements and Records

### 3.1 Accurate Record-Keeping and Compliance with Accounting Standards

We maintain and promote the accurate and transparent record-keeping of our business transactions. Recordings of all of our financial or accounting data are maintained in accordance with the K-IFRS (Korean International Financial Reporting Standards) and/or other generally accepted accounting principles, as applicable.

We do not use false information, omit certain data or arbitrarily change any information to cause the substance of our transactions to be distorted, nor do we engage in wrongful or unlawful transactions. All of our accounting records are maintained and reported in accordance with accepted accounting principles and standards, and accurately reflect actual transactions.

### 3.2 Compliance with Public Disclosure Requirements

We publicly disclose matters of material importance that have or may significantly affect the decisions of shareholders and interested parties in compliance with the applicable laws and regulations.

We disclose accurate information subject to the public disclosure rules in a timely and fair manner and in such a way that shareholders and interested parties can readily access the information. We do not disclose information only to a limited group of interested parties, nor do we partially or selectively disclose information.

### 3.3 Document Retention

As required by applicable laws and regulations, as well as KT&G's policies, we maintain and retain all documents to be managed by the

Company, including electronic documents, at a place designated by the Company for the duration of our document retention period. Documents with expired retention periods must be destroyed to minimize any potential risks, such as leakage of trade secrets, unless otherwise mandated by extraordinary circumstances, such as for purposes of legal proceedings.

# Progressive Company

## 4 National and International Trade

- 4.1 Fair Trade
- 4.2 Supply Chain
- 4.3 Compliance with International Trade Regulations
- 4.4 Anti-Money Laundering and Tax Evasion

## 5 Sales and Marketing

- 5.1 Responsible Sales and Marketing
- 5.2 Transparency
- 5.3 Compliance with Regulations

## 6 Research Ethics

- 6.1 Responsible Research and Development Activities
- 6.2 Research Integrity
- 6.3 Animal Protection





## 4 National and International Trade

### 4.1 Fair Trade

#### 4.1.1 Fair Competition

We comply with fair trade laws and regulations, and are committed to supplying the highest quality products to consumers worldwide at competitive prices through free competition with competitors and fair trade with trading partners.

#### 4.1.2 Communication with Competitors

You, as a KT&G executive or employee, should avoid engaging in communication with competitors that may be misunderstood as an act in violation of fair trade laws and regulations or an anti-competitive practice. You must always be cautious when you have to contact a competitor in the course of performing your duties. If you are in doubt as to whether your action is lawful, contact the compliance department of your company and seek advice in advance. Whenever you contact any of the Company's

competitors, always bear in mind the following:

- Except as expressly permitted by applicable laws and regulations, you should not attend any formal or informal meetings where trading terms, such as product price and production volume, or sensitive information may be discussed
- If you think a meeting you attended may involve an act of collusion, you should clearly express your objection, record it in the minutes and leave the meeting immediately. In addition, you must report the incident to the compliance department as soon as possible
- Even when you have obtained information on competitors through legitimate means and procedures, clearly record and retain the relevant information such as the source and process by which the information was obtained

## 4.2 Supply Chain

In selecting partners, we use our best efforts to evaluate companies based on various factors such as quality, cost, delivery date, reliability and experience as well as ethics, safety, environment and human rights.

We believe that the sustainability of the supply chain leads to long-term growth of the Company. Therefore, we expect our partners to comply with applicable laws and regulations in the course of business and advise them to fulfill their social, environmental and ethical responsibilities.

KT&G executives and employees who are responsible for procurement or contact with partners should be aware of our potential liabilities for violations of applicable laws or regulations by any partner with whom we have a contractual relationship with. Please conduct regular monitoring to ensure that partners are fulfilling their obligations and take prompt action whenever you notice a partner act in such a way that is inconsistent with our standards.

### Example

#### • Monitoring business partners

- Confirm whether partners ensure the health and safety of its workers and comply with labor principles such as the prohibition of forced labor
- Evaluate whether partners take into account environmental impacts and strive to preserve the ecosystem in operating their businesses
- Confirm whether a partner is involved in any illegal transactions, such as corruption, smuggling, tax evasion, money laundering, etc.

### 4.3 Compliance with International Trade Regulations

We are committed to complying with applicable regulations and continuously identifying legal and economic sanctions imposed by each country or international organization, such as export/import controls, trade restrictions and embargoes. Please bear in mind the following key matters regarding compliance with international trade regulations:

- Illegal export of strategic items or leakage of important national secrets to unauthorized persons is prohibited
- Accurately prepare import/export customs clearance documents (indicate the country of origin, classify items, describe appropriate declared prices, etc.)
- Comply with embargoes and economic sanctions that prohibit trade with or business operations in a particular country
- Check in advance whether a separate license is required for export and proceed with the license application process accordingly, where necessary
- Illegal exports such as setting prices below normal prices or improper use of government aids are prohibited

### 4.4 Anti-Money Laundering and Tax Evasion

We abide by international and domestic anti-money laundering and tax evasion laws and do not participate in money laundering activities or support unlawful economic activities including tax evasion and terrorism.

#### Example

##### • Transactions that are likely to be deemed illegal

- Transactions in which payments are made in installments in certain amounts deliberately for the purpose of evading filing obligations
- Unusually complex transactions
- Transactions in connection with regions known as tax havens or money laundering locations
- Transactions involving payment of purchase price to an abnormal account
- Transactions involving payments to an unrelated third party

## 5 Sales and Marketing

### 5.1 Responsible Sales and Marketing

We strive to introduce all products we supply to consumers in a fair manner and do not conduct any illegal sales or marketing activities. To avoid any violation of applicable laws, regulations and our marketing policies, our compliance department continues to establish and execute internal compliance programs such as prior evaluations, training programs for executives and employees and conduct inspections of related activities.

### 5.2 Transparency

We do not engage in false or unfair defamatory advertising. Furthermore, we endeavor to provide information on our products with transparency and clarity without concealing material facts. All of our advertising and packaging activities comply with the requirements prescribed by applicable laws and regulations.

We do not use deceptive expressions for marketing to build trust with customers. We are attentive to customer feedback through diverse channels.

## 5.3 Compliance with Regulations

We uphold all applicable laws and regulations for the sales and marketing of our products in each country. When establishing or amending the sales and marketing policy, you must take due care to avoid any violation of applicable laws and regulation. When you suspect that such policy may be in violation of applicable laws and regulations, you must consult with the compliance department to find a legitimate and suitable alternative.

### Example

#### · Prohibited sales and marketing activities

- Do not target minors when carrying out sales and marketing activities of tobacco products
- Do not advertise health products, drugs or cosmetic products based on false or exaggerated information of their effect or efficacy
- Do not use illegal sales methods such as kickbacks

## 6 Research Ethics

### 6.1 Responsible Research and Development Activities

We conduct research and development in accordance with applicable laws and regulations and the policies of relevant countries. We also use experts of a wide-ranging background and expertise in order to comply with requirements of regulatory authorities. In relation to research and development of our products, we are also committed to:

- informing all participants of the nature and purpose of the research;
- storing and managing all information from the research in a lawful manner; and
- producing clean and reliable data to obtain regulatory approval of new products.

### 6.2 Research Integrity

We are committed to maintaining the integrity and quality of our research data produced through our continuous research and development.

Bearing in mind that our interested parties make important decisions based on the results of our scientific research, we continuously aim to deliver accurate and objective information to our interested parties.

## 6.3 Animal Protection

We prioritize alternative testing methods to animal testing. Even in the case where animal testing is conducted, we always carefully consider a balance between the health and welfare of mankind and the dignity of animal life. In the case of animal testing, we strive to protect animal life, ensure the safety of the animal and promote animal welfare, beyond what is required by applicable laws and regulations.

# Inclusive Company

## 7 Commitment to the Community

- 7.1 Environmental Protection
- 7.2 Contribution to the Community
- 7.3 Customer Focus
- 7.4 Respect for Shareholders

## 8 Commitment to Human Rights Management

- 8.1 Compliance with Human Rights Policies
- 8.2 Harassment and Sexual Harassment in the Workplace
- 8.3 Anti-Discrimination and Respect for Diversity
- 8.4 Creation of a Safe Working Environment
- 8.5 Guarantee of Fundamental Rights of Workers





## 7 Commitment to the Community

### 7.1 Environmental Protection

We comply with applicable laws and regulations to minimize the emission of pollutants and to prevent environmental accidents. Moreover, we have established an advanced environmental management system and are committed to preserving the environments of the local communities. We proactively engage in environmental protection activities, participate in various activities in response to climate change, manage emissions of greenhouse gases and disposal of waste and design sustainable, environmentally friendly products.

Our environmental protection efforts apply to the entire supply chain from logistics to distribution, including manufacture and business operation facilities, as well as the impact of our products and services. Both KT&G and our partners make their best efforts to participate in the environmental protection activities.

### 7.2 Contribution to the Community

Based on our belief that the corporate management activities take place with society at its foundation and KT&G can continue to develop and operate in harmony with society, we carry out various activities to make long-term and positive changes within the communities we operate in and serve.

Founded on our sustainable system for social contribution, we recognize and fulfill the responsibilities and duties as a member of the local community by operating various localized programs and actively supporting scholarships, social welfare, culture and arts in order to play a leading role in creating social value.

### 7.3 Customer Focus

KT&G executives and employees seamlessly create values helpful and satisfactory to customers from the customers' point of view. We strive to keep our promises that we make to our customers.

To this end, we always listen to our customers' opinions and put our customers at the forefront of all decisions and actions. We maximize customer satisfaction with our reliable products and services.

### 7.4 Respect for Shareholders

We respect our shareholders' legitimate demands and their exercise of their shareholder rights. In addition, through the transparent decision-making process and efficient management, we seek to maximize our shareholders' interests by pursuing corporate profits with ongoing business innovation and strategy for growth.

## 8 Commitment to Human Rights Management

### 8.1 Compliance with Human Rights Policies

KT&G, as a global corporation, supports the internationally recognized principles of human rights as affirmed by the Universal Declaration of Human Rights, UN Guiding Principles on Business and Human Rights, International Labour Organization Conventions Nos. 138 and 182 ("ILO Conventions"), among others, which outline the duties and responsibilities of industry to address human rights issues related to labor. Based on these principles, we use our best efforts to strengthen our human rights management, including promotion of internal and external communication and remedies.

KT&G does not force employees to work against their free will by means of violence, intimidation, confinement, for any reason. We also strictly prohibit child labor. Moreover, KT&G does not tolerate any forced labor or child labor by its partners, and actively responds to any such issues.

Further, we strictly comply with the ILO Conventions on working hours, minimum wage and rest period, as well as the labor standards applicable in each country.

### 8.2 Harassment and Sexual Harassment in the Workplace

We protect our employees from wrongful verbal, visual and physical harassment, including verbal abuse, physical violence and sexual harassment. Abuse and threats directed at employees as well as any language or behavior that may be offensive are also prohibited.

We strive to create an environment where employees can freely raise concerns about workplace harassment and sexual harassment. It is strictly prohibited to give disadvantages or take retaliatory actions for reporting workplace or sexual harassment or for cooperating with the relevant investigation.

### Example

#### · Acts that constitute harassment or sexual harassment at the workplace

- Inflicting physical or mental pain or deteriorating the working environment by taking advantage of the superiority of the position or relationship at work and giving work orders beyond the appropriate scope of work
- Sexually humiliating or offending another person by making a physical contact without his/her permission or making sexual advances towards an employee and treating such employee unfavorably as a result of rejection
- Causing a feeling of sexual shame by another person through express behavior, without his/her permission

pregnancy, military service, social status, and political opinions in all business-related operations, including, but not limited to hiring, promotion, assignment, compensation and education.

### Example

#### · Acts that constitutes discrimination prohibited by KT&G

- References to personal characteristics that are not related to the job specification or requirements disclosed in recruitment notices, or requests for such information in job application forms or during interviews
- Transfer or demotion based on a personal characteristic, such as union membership, pregnancy, use of maternity leave, religion, or sexual orientation
- Providing arbitrary and unequal pay or benefits based on personal characteristics that are not relevant to job performance or skills of the executive or employee

## 8.3 Anti-Discrimination and Respect for Diversity

We comply with anti-discrimination laws and regulations applicable in each country. We believe the diversity of our interested parties, including KT&G executives and employees, as well as our partners, is an important value. We strive to create an inclusive environment in which different ideas, perspectives and beliefs are respected.

KT&G does not unfairly discriminate based on personal characteristics, i.e., gender, race, color, nationality, religion, disability, age,

## 8.4 Creation of a Safe Working Environment

We, as KT&G executives and employees, strictly comply with the laws and regulations relating to industrial safety. We create a safe working environment by taking precautions against various industrial accidents involving our fellow colleagues, partners, customers and

ourselves and by actively making improvements to inappropriate practices or systems.

#### Example

##### · Practices that create a safe working environment

- Complying with applicable industrial safety laws and regulations of each country, and the Company's internal policies
- Minimizing risk factors in the workplace, such as by removing hazardous substances and installing safety devices
- Maintaining a sufficient number of personal safety equipment and conducting regular inspections for their operations

#### Example

##### · Practices that guarantee fundamental rights of workers

- Guarantee of freedom of association and the right to bargain in compliance with the labor laws of each country
- Prohibition of unfavorable treatment due to union membership and activities
- Prohibition of interference with the legitimate exercise of fundamental rights of workers by the labor union or its members

## 8.5 Guarantee of Fundamental Rights of Workers

We guarantee the fundamental rights of workers, such as the right to organize and the right to collective bargaining and action. This allows us to contribute to the maintenance and improvement of working conditions and to the improvement of employees' economic and social status.