



RESPONSIBLE ADVERTISING POLICY

informa

POLICY GOVERNANCE

Policy Owner: Group Corporate Communications

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Applicable: This policy is applicable to all colleagues involved in marketing and promoting our products, or accepting third party sponsorship or advertising within our products

Classification: Internal Policy

General Enquiries: compliance.officer@informa.com

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INTRODUCTION

This policy provides guidance on the fundamental principles that Informa applies to all advertising and marketing activities. The standards apply to all colleagues at Informa, with particular relevance to those in sales, marketing and sponsorship roles, and any business engaged in sponsorship or advertising activities with an Informa business.

Informa reserves the right to reject any advertising or sponsored material and to suspend, take down or request the suspension or termination of any advertising or sponsorship campaign where we reasonably determine that there has been a violation of our standards or where the content is otherwise inappropriate.

OUR PRINCIPLES

Wherever Informa operates, we comply with all relevant laws and regulations pertaining to advertising and sponsorship. We also adhere to the principles laid out in the [International Chamber of Commerce's Code of Advertising and Marketing](#). The Code prescribes that all marketing communications should be legal, decent, honest and truthful.

1. PROVIDING ORIGINAL CONTENT

As a committed provider of original content, Informa does not accept advertising content infringing the intellectual property rights, rights in confidential information, rights of privacy or any other rights of any third party. We expect sponsors and advertisers to obtain and pay for all necessary licenses.

2. VALUING DIVERSITY AND INCLUSION

Informa values difference and diversity, and will not feature any advertising that misrepresents or ridicules on the basis of age, colour, ethnic origin, race, religion or belief, gender, sexual orientation or disability. The Group does not allow content that is likely to disgust or to promote hatred, violence, harassment or political intolerance in any form.

3. CONSIDERATION FOR VULNERABLE GROUPS AND CHILDREN

Informa avoids advertising and sponsorship messaging that could take advantage of the inexperience of vulnerable groups and children or cause them any distress, e.g. by misrepresenting, distorting, exaggerating or over-glamourising product attributes or functions.

4. CHAMPIONING INTEGRITY

The integrity of Informa's content is paramount, and we consequently endeavour to ensure any advertising or sponsored content is clearly identifiable and labelled as such. It must never be disguised as editorial content. We will not tolerate unsubstantiated, inaccurate or misleading claims or language.

5. ADVOCATING PRIVACY

Informa will not tolerate irresponsible data collection and use by advertisers or sponsors. Any sponsor or advertiser collecting data should not misuse this information, nor collect it for unclear purposes, without appropriate security measures or appropriate consent.

6. GOOD TASTE AND DECENCY

Informa is an international Group, operating in many countries around the world. Our marketing must always reflect generally accepted contemporary standards of good taste and decency and avoid themes that may

seem harmless in one geography but could cause grave offence in another country or culture.

Proposed marketing activities are evaluated from the perspective of the target audience as well as from the perspective of the broader society, locally and globally.

WHO TO CONTACT

Colleagues with questions around their responsibilities under this Policy, or around action to be taken in a specific situation, should first approach their line manager, and then the Head of Corporate Communications if necessary or the Compliance Team at compliance.officer@informa.com.

REPORTING A CONCERN

Informa is committed to ensuring colleagues can speak up with confidence if they have any concerns or need to ask for help. If any of us observes or suspects something improper, unethical or inappropriate we all have an obligation to speak up.

In the first instance you should report your concern to your line manager, HR, Legal or Global Compliance. However, there may be occasions when you may want to share your concern in confidence. You can do so by emailing compliance.officer@informa.com or by using the Speak Up line, operated by an external third party provider, and available online or by telephone in several languages.

See www.informaspeakup.ethicspoint.com for more detail. Informa will not tolerate retaliation in any form against anyone for raising concerns or reporting what they genuinely believe to be improper, unethical or inappropriate behaviour. All reports will be treated confidentially.