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Hyundai Motor Company
Advertising & Marketing Ethics Declaration

2022.06

1. Preamble

A. Purpose of enactment

Hyundai Motor Company declares this 'Advertising and Marketing Ethics' to create a sound advertising and marketing environment as well as induce customers to make the right product/service purchase decision.

B. Basic principle

Under this Policy, Hyundai Motor Company shall not conduct advertising and marketing activities that involve errors or omissions in product/service information, exaggeration or reduction of the utility of products and services, unfair comparison of competitors' products, or deceive consumers or do not protect the vulnerable in information. We also encourage outside companies commissioned to operate advertising and marketing tasks for Hyundai Motor Company to respect this Declaration of 'Advertising and Marketing Ethics'. Hyundai shall make every effort to ensure that its advertising and marketing plans and activities are implemented by the principles covered in this Declaration.

2. Principles

- A. Hyundai Motor Company shall not conduct advertising and marketing in a way that harms the ethical feelings or emotions of viewers to maintain the dignity of its advertising and marketing.**
- ① We shall not make fun of or downplay human dignity, life, body, or weaknesses.
 - ② We shall not use expressions that promote violence, abusive language, crime, discrimination, prejudice, or anti-social behavior.
 - ③ We shall not use expressions that cause other viewers to feel uncomfortable or hated.
- B. Hyundai Motor Company shall not provide information that may mislead consumers and shall not contain false or deceptive expressions in its advertising and marketing.**
- ① We shall not include information misleading or deceptive about raw materials, specifications, performance, certification, etc.
 - ② We shall not overly emphasize or exaggerate only the convenience and advantages of products and services.
- C. Hyundai shall not use expressions that harm children's bodies, emotions, or morals and shall not engage in advertising or marketing activities that encourage excessive consumption by children or urge them to purchase products.**
- ① We shall not include information that our body shape, ability, behavior, etc. will change if one owns the product.
 - ② We shall not express children in dangerous places or taking hazardous actions.
 - ③ We shall not urge children to purchase products or use expressions that force parents to buy products.
- D. In advertising and marketing activities, Hyundai Motor Company shall not unfairly compare, intentionally slander competing companies or products/services.**
- ① We shall not compare without disclosing clear criteria in standards, performance, certification, etc.
 - ② We shall not compare competing companies or products/services without clear comparison standards and methods.
 - ③ We shall not slander competing companies or products/services based on untrue contents

without objective proof.

F. Hyundai Motor Company shall not exaggerate or reduce information on environmental benefits resulting from purchasing and using products and services.

- ① We shall not use expressions such as 'the safest,' 'environment-friendly' without specific and proper grounds.
- ② We shall not intentionally hide the negative impact on the environment due to the use of our products.
- ③ We shall not express that other products and services are superior as well by emphasizing the benefits of certain products and services.