

BACARDI LIMITED GLOBAL MARKETING PRINCIPLES AND GUIDELINES FOR THEIR INTERPRETATION

<http://www.bacardilimited.com/corporate-responsibility/marketplace/global-marketing-principles>

Principle 1

All Agencies, Companies and employees must **comply with the laws, regulations and self-regulatory codes** applicable to their marketing and promotional practices.

Principle 2

All marketing and promotional practices will present the **responsible enjoyment of alcoholic beverages and will not encourage the misuse** of alcohol through the presentation of **excessive consumption** or situations where **irresponsible consumption** is accepted.

Principle 3

All Bacardi products will provide clear information on **alcohol content**. A message of responsible enjoyment will be included on commercial communications as well as Bacardi products

Principle 4

The content and placement of all marketing and promotional practices will be directed towards consumers with the required **legal age to purchase** alcoholic beverages in the relevant markets, and will avoid images and music that would appeal primarily to underage individuals.

Principle 5

All marketing and promotional practices will support the safe consumption of alcoholic beverages and will not associate **the consumption** of alcohol with any potentially **hazardous activity**, such as **driving** motorized vehicles, operating machinery or performing athletic activities.

Principle 6

Corporate communications may recognize reputable evidence of the **physical benefits from moderate alcohol consumption**, but marketing activities will **not claim medicinal or performance properties** for Bacardi products.

Principle 7

Marketing and promotional practices will not be associated with any individual or group behaviour that is **anti-social, violent or destructive**.

Principle 8

All marketing and promotional practices must be in **good taste** and **must not contain indecent, demeaning, or insulting materials**.

Principle 9

We recognize the **digital space** is an alternative community for consumers to network, communicate and comment on products and services. We are to be **honest, transparent, legal and truthful** and ensure none of our communications attempt to mislead our consumers. The **privacy** of the consumer in the digital space should be observed at all times