

## **Advertising Content Approval Procedure**

### **1. Objective**

This document establishes the procedure by which the Advertising Committee will review and approve the Advertising Content of the Company's brands, business units, and cross-functional areas.

The objective of this procedure is to ensure that Advertising Content can be approved in an organized and secure manner, so that the Company and its products can be promoted without affecting their reputation.

### **2. Scope**

This procedure applies at the corporate level in Colombia, Mexico, and Chile, as well as in other geographies where Advertising Content will be broadcast.

### **3. Associated Risk(s)**

This document aims to prevent the realization of legal, regulatory, and reputational risks. The lack of risk management and administration can impact the organization's processes and lead to short-, medium-, and long-term consequences for its operational, financial, and strategic objectives.

**3.1 Legal and Regulatory Risk:** in this risk the Company may face losses in the form of sanctions or obligations to compensate for damages as a result of non-compliance with laws, regulations, and contractual obligations. In other words, it is the potential loss incurred by a company when it is penalized, fined, or obligated to compensate for damages due to non-compliance with rules and regulations related to consumer law, competition law, intellectual property, and regulatory standards.

**3.2 Reputational Risk:** in this risk the Company may incur losses due to disrepute, negative image, certain or uncertain negative publicity regarding the institution and its business practices, which may result in the loss of customers, decreased revenue, or involvement in legal proceedings.

### **4. Definitions**

**Stakeholder Areas:** Brands, business units, and cross-functional areas of the Company.

**Advertising Content:** Any piece of communication to be disseminated through any means, including written, audiovisual, or any other type, including copies, emails, jingles, television commercials, general interest articles, social media posts, reels, or stories.

**Advertising Committee:** The Committee composed of the Legal Department and Regulatory Affairs Department.

**Company:** Refers to Team Foods Colombia S.A., Grasas S.A., and any other Colombian business entity that is a subsidiary in the business group of which Team Foods Colombia S.A. is the parent and controlling company.

**Decalogue:** The document containing product statements previously approved by Development, Stakeholder Areas, and the Advertising Committee.

**Medium:** Any means used to disseminate Advertising Content. This includes, but is not limited to, social media, text messages, emails, radio, television, print media.

**Content Grid:** The Excel file that Stakeholder Areas must submit with the Advertising Content to be reviewed by the Advertising Committee.

## **5. General Conditions**

The Companies define the procedures described in this document, which must be consulted and observed by all employees of the Companies. Compliance with these guidelines must take precedence over achieving commercial goals. Violation of these directives may result in legal, regulatory, and reputational consequences.

## **6. Content**

### **6.1 Procedure**

- a. Stakeholder Areas are responsible for organizing Advertising Content according to their own priorities. Therefore, the General Managers of each GEN will establish the order in which Advertising Content will be presented.
- b. Stakeholder Areas must work together with Development to create a Decalogue for each product for which they want to issue Advertising Content. This Decalogue will be reviewed and approved by the Advertising Committee.
- c. The objective claims of the products must be documented by filling out the Claims Support format.
- d. Advertising Content will be reviewed and approved by the Advertising Committee composed of the Legal Management and Regulatory Affairs Management, which will meet twice a week: the first to review the content, provide comments, and suggest adjustments; the second to approve the content.
- e. All Advertising Content must be sent to the email **comitedepublicidad@alianzateam.com**. The Advertising Committee will communicate solely through this channel until an internal platform is established in the Company to review and approve Advertising Content.
- f. Stakeholder Areas must send the Advertising Content to the Advertising Committee no later than Friday of each week, or the previous business day if Friday is a holiday, for review the following week.
- g. In case a Stakeholder Area does not send the Advertising Content on Friday of each week, or the previous business day if Friday is a holiday, they will lose their slot for review by the Advertising Committee the following week.
- h. The Advertising Committee will meet on Mondays to review the Advertising Content and will send comments and adjustments to the Stakeholder Areas on the same day.

- i. The Stakeholder Area must review and adjust the Advertising Content and send it no later than Wednesday of the same week.
- j. The Advertising Committee will meet for the second time on Thursdays of each week to review the adjusted Advertising Content received on Wednesday.
- k. In case a Stakeholder Area does not send the adjusted Advertising Content for the second review on Wednesday of each week, they will lose their slot for review by the Advertising Committee in its second meeting and will be reviewed the following week. If this happens, the Stakeholder Area will lose one slot for the following week.
- l. If the Advertising Content is not adjusted correctly, it will be returned to the Stakeholder Areas on Thursdays for the necessary corrections, which will be reviewed the following week.

## **6.2 Advertising Content Requirements**

- a. As the Advertising Committee has limited capacity, a content grid in Excel format will be reviewed, with a maximum of 10 per brand per week and up to 5 general interest articles in total (one per brand).
- b. Team Foods will have a limit of 3 brands per week and up to 5 general interest articles in total (one per brand).
- c. Team Caribe will have a limit of 1 brand per week and up to 5 general interest articles in total (one per brand).
- d. Team Solutions will have a limit of 1 brand per week and up to 5 general interest articles in total (one per brand).
- e. Bredenmaster will have a limit of 1 brand per week and up to 5 general interest articles in total (one per brand).

## **6.3 Commitments**

- a. The Advertising Committee commits to conduct diligent review within the timeframes established in this procedure.
- b. Stakeholder Areas commit to generating content based on the Decalogue for each product and sending Advertising Content on the days specified in this document.
- c. If Advertising Content includes statements or claims that are not in the product's Decalogue, the Advertising Committee may (i) request modification or removal or (ii) consult internally and externally about the feasibility of the claim or statement. In the latter case, the timeframes established in this document will not apply.
- d. The Advertising Committee will send an email to the Stakeholder Areas once each review and approval stage is completed, which will serve as proof and evidence of the approved Advertising Content.