

# Responsible Marketing & Public Relations Policy (PSG4.1)

Tropical Mountains GmbH is committed to truthful, transparent, evidence-based and ethical communication in all marketing, sales and stakeholder communications.

All environmental, social and product-related claims must be supported by appropriate evidence, certifications, documented data or other verifiable information.

The company does not make misleading, exaggerated or unsubstantiated claims regarding sustainability, environmental impact, social impact, product performance or certifications.

Marketing materials, website content and customer communications are reviewed to ensure that claims are accurate, proportionate and consistent with available evidence.

Certifications including Organic, Fairtrade, B Corp, ClimatePartner and other sustainability standards are only referenced in accordance with their applicable certification requirements and scope.

Tropical Mountains seeks to avoid greenwashing, social washing and any communication that could mislead customers, suppliers, producers, investors or other stakeholders.

## Examples

Environmental and sustainability claims are based on recognised certifications and documented evidence, including Organic certification, Fairtrade certification, ClimatePartner programs and TÜV-certified home-compostable coffee capsules.

## Governance

Responsibility for implementation and oversight of this policy lies with company management. The policy is reviewed periodically and updated where necessary.

## Public Accessibility

This policy is publicly available on the Tropical Mountains website.

Approved by:

Thomas Schwegler

CEO

Tropical Mountains GmbH

Date: 17 June 2026