

VOCENTO'S COMMITMENT TO RESPONSIBLE ADVERTISING

— vocento —

Advertising and commercial messages represent a fundamental element in the relationship between companies and consumers, helping to establish efficient markets, creating value for both parties, and contributing in an important way to social growth and development.

At Vocento, we believe in responsible advertising, reflecting our commitment to a society that we have been serving for more than 100 years, and in accordance with our values, our Code of Ethics and our Corporate Social Responsibility Policy.

We believe in responsibility, self-regulation and in the compliance with existing rules and codes by our advertisers, agencies and media buyers, with whom we have been working closely and who produce the messages published in our titles.

Reflecting these commitments, we believe that the advertising that appears in Vocento media must respect the following principles:

- 1 Compliance**
With the legislation that is in force and in particular with the terms of the General Law on Advertising 34/1988 and its updates. Likewise, we require the respect, defence and promotion of the values, principles and rights established in the Constitution.
- 2 Differentiation**
The public must be able to distinguish advertising content from information or opinion. For the duration of the message, the public must be able to clearly identify the advertiser.
- 3 Human Rights**
Vocento will not publish advertising messages which attack human rights, or which incite violence, illegality or discrimination on any grounds.
- 4 Commitment with society**
To the best of our abilities, we are committed to providing free advertising space to Foundations and NGOs.

These points are based on Vocento's Values, Code of Ethics and Corporate Social Responsibility Policy, and the Code of Advertising Practice of the International Chamber Of Commerce (ICC), 2011 version.