

Longfor Group Responsible Marketing Policy

Purpose

The purpose of this policy is to ensure that Longfor Group Holdings Limited (hereinafter referred to as “the Group”) communicates, promotes, and markets its products and services to stakeholders in accordance with applicable laws and regulations, as well as commercial ethics standards, while also enhancing the Group’s sustainable operation and development and reflecting the Group’s social responsibility values.

Scope of Application

This policy applies to all full-time, part-time, and temporary employees of the Group and its subsidiaries.

Compliance with Industry Laws and Regulations

Longfor Group complies with all relevant laws and regulations governing marketing practices and industry standards applicable to our business in the country or region, including but not limited to the *Advertising Law of the People’s Republic of China*, *Urban Real Estate Management Law of the People’s Republic of China*, *Measures for the Administration of the Sale of Commercial Housing*, *Regulations on the Publication of Real Estate Advertising*, and so on.

Compliance with Internal Responsible Marketing, Advertising, and Sales Systems

Longfor Group has established internal marketing, advertising, and sales policies and systems. Through internal systems such as the *Marketing Red Line Behavior Commitment* and the *Real Estate Headquarters Secret Customer Inspection System*, we have clearly standardized behavior, content, and methods in marketing activities. Simultaneously, usage of false or misleading content in the Group’s marketing language is strictly prohibited, as is exaggeration or misleading of consumers in marketing activities.

Responsible Marketing Commitment

- No false reporting of products, services, or prices.
- No false or misleading statements about the Group’s products, services, performance or performance records, or about competitors’ products, services, performance or performance records.
- When comparing the Group’s products or services with those of competitors, no comparative advertising in any form, whether written or otherwise, shall be used unless there is substantial research to support it.

- Properly preserve all marketing materials for evaluation or audit when needed.
- All advertising and marketing materials must be approved by authorized management personnel to ensure accuracy and compliance.
- Regularly review marketing and sales practices to ensure legal and compliant sales and marketing practices related to products and services.
- Fully respect and protect the privacy and data of customers/consumers.
- Actively conduct consumer education activities to enhance consumers' ability to evaluate products and services, make reasonable purchasing decisions, and engage in responsible consumption.

Responsible Marketing Audit

The Group conducts special responsible marketing audits regularly, carries out self-examination and self-correction of non-standard marketing issues, and discloses the results of responsible marketing audits.

Employee Training

All marketing-related employees are required to receive relevant training on responsible marketing as well as relevant policies. We require each branch or subsidiary's sales teams to organize responsible business marketing training regularly.

Reporting channel for violations

The Group's employees are required to report policy violations through appropriate channels in accordance with the *Code of Longfor Business Conduct*. All reports of inappropriate behavior will be investigated in accordance with the *Code of Longfor Business Conduct*, and serious action will be taken when necessary.

Review and Approval

The Group will periodically review and revise this policy as necessary.