



## **Code of Responsible Marketing of China Overseas Land & Investment Ltd.**

### **Purposes**

China Overseas Land & Investment Ltd. (“COLI” or “the Company”) is committed to promoting sustainable development. Excellent sales service for customers is emphasized in the sales process. In order to establish and improve COLI's transparent sales and treat customers fairly, this code is formulated to clarify the sales and hospitality standards of each project.

### **Scope of Application**

This Code applies to the sales and hospitality of all projects developed by COLI, our subsidiaries, regional and project companies.

### **Management Code**

#### **Article 1. Responsible Sales Management Code**

##### **1. Publicity**

Publication of unfavorable factors one kilometer within and away from the red line: publicizing the unfavorable factors one kilometer within and away from the red line to inform customers.

Publication of documents required by the government: strictly abide by the requirements of the government to publicize relevant documents (the Five Certificates, etc.) and subscription contract documents etc. at critical positions to inform customers.

The property services unit and preliminary property services pact: publicize the property management unit that are concerned by our customers, charging standards of the property management fee and preliminary property services contract to inform customers.

##### **2. Services**

Providing considerate pre-sales, during-sales and post-sales services to



customers.

Promise and guarantee customers that any violation of laws, regulations and rules, and providing misleading and false information to customers is not allowed.

All marketing personnel must receive regular training and evaluations on responsible marketing and advertising practices to enhance the responsible marketing.

### **3. Monitoring**

Set up national service supervision hotlines for critical positions including sales materials, publicity materials, business cards, and negotiation areas to maintain the complaint channels transparent and smooth.

Record customer complaints in the customer service system immediately, and compliant cases will be tracked and resolved by special personnel.

Conduct on-site reviews and audit procedures regularly by the Customer Service Department and Legal Department of the Company to monitor the implementation of responsible marketing.

## **Article 2. Equitable and Fair Treatment of Customers Management Code**

### **1. Compliance operation**

Operate in compliance with laws and regulations, and protect customer information security by the law.

### **2. Equality**

Treat all customers equally, and strictly prohibited all sales cases from selecting customers to ensure all customers are provided with consistent services.

### **3. Fair competition**



Abide by fair competition, oppose unfair competition, and protect customers' legitimate rights and interests.

#### **4. Service Integrity**

Explain, host, and serve customers with integrity, strictly abiding by professional ethics, and forbid to collect charging fees from customers for handling related matters.

This policy is updated every three years. It can be reviewed and updated as appropriate when necessary.

Updated in March 2023