

Responsible Marketing Policy

Euronext is committed to conducting all marketing activities responsibly, transparently, and ethically. Although Euronext does not have retail clients, this policy ensures that all communications towards market participants, issuers, investors, and partners are accurate, transparent, and free from misleading statements.

Responsible marketing at Euronext means communicating with honesty, clarity, and respect — ensuring that no marketing, promotional or sustainability-related message is misleading, exaggerated, or inconsistent with verified company data or disclosures.

Scope and Responsibility

The Group Communication department and Business Marketing departments are responsible for implementing this policy.

This policy provides guidance to all employees and external partners involved in the promotion, communication, and organisation of Euronext's products, services, and events. It applies to all of the company's activities and operations and across the value chain. It encompasses all geographies where Euronext operates and extends to our employees. It is applied comprehensively, covering all of the company's activities and operations and across the value chain. It encompasses all geographies where Euronext operates and extends to our employees.

Principles of Responsible Marketing

Euronext's marketing activities are guided by the principles of legality, decency, honesty, and truthfulness, as defined by the *International Chamber of Commerce (ICC) Advertising and Marketing Communications Code*. In addition, all communications must align with relevant European regulations¹.

Euronext commits to the following criteria:

- **Transparency:** all marketing communications must be factual, balanced, and verifiable.
- **Clarity:** materials must avoid jargon or ambiguity and clearly disclose any associated risks and limitations.
- **Respect and Inclusion:** all materials must reflect Euronext's values of diversity and equality, avoiding stereotypes or discriminatory representations.
- **Accountability:** marketing teams must ensure their activities comply with this policy, subject to periodic review.

Ethical Communication and Anti-Greenwashing

Euronext is committed to ensuring that all marketing and communication materials — including press releases, marketing campaigns, reports, social media, events, and educational initiatives — are accurate, transparent, and fair.

¹ Including MiFID II, ESMA Guidelines on Marketing Communications, SFDR, and the CSRD/ESRS G1 governance principles.

All marketing campaigns and contents shall be designed and distributed only to relevant and targeted audience segments based on legitimate interest and consent to avoid misleading or irrelevant communications. They must include clear, relevant disclaimers that ensure transparency and accuracy of information

Particular attention must be given to sustainability-related content, which requires a higher level of accuracy and evidence to avoid misleading or exaggerated claims. All such materials must:

- Be based on publicly available and verifiable data (e.g. Euronext's Sustainability Report, ESG policies, or regulatory disclosures).
- Avoid overstating progress or implying outcomes not yet achieved.
- Present sustainability topics in an informative and educational way.
- Undergo review by the Sustainability and Legal departments before publication.

Through these practices, Euronext aims to uphold the highest standards of integrity, protect its reputation, and contribute to a well-informed understanding of sustainable finance among stakeholders, regulators, and partners, while mitigating the risk of greenwashing.

Partnerships and External Collaboration

Euronext partners with organisations that share its commitment to responsible marketing and sustainable practices.

Any joint campaigns, educational programmes, or event collaborations must align with this policy's transparency and accuracy standards.

Partnerships with organisations are used to promote knowledge sharing and awareness, not product promotion.

Data privacy

Euronext is strongly committed to protecting the privacy of all the individuals from whom it collects personal data (e.g. its stakeholders, such as employees, clients, customers, prospects, partners and investors) and upholding their right to privacy. Euronext is transparent about how it collects and processes personal data and provide an overview of data subjects' rights in relation to personal data as well as how to exercise them. The use of personal data for marketing purposes is transparent and our target audience is able to opt in and/or opt out at any time.

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