

A large, dark blue speech bubble with a white outline, pointing downwards and to the right, serving as a background for the title text.

Responsible Marketing Policy

Responsible Marketing Policy

1. Policy statement

JYSK is committed to conducting responsible and correct marketing. We want to ensure that consumers can trust the communication and information about our company and products. This entails that our marketing shall be factual and support long-term trust in the JYSK brand.

This policy sets out how we conduct marketing and messaging in general, how we manage risks when communicating, especially on sustainability subjects, and how we approach different issues such as avoiding targeted marketing for children.

2. Scope

This policy applies to all JYSK marketing and customer-facing marketing activities across JYSK markets. It applies to both online and offline channels, such as websites, digital marketing, campaign papers, in-store ads, and all social media.

The policy is relevant for and applies to all JYSK employees and stakeholders involved with internal and external marketing of the JYSK brand. The policy is accessible via JYSK intranet MYJYSK and available to the public at JYSK.com. We have mandatory onboarding in this policy for employees working with marketing of the JYSK brand.

3. Objectives and targets

The objective of this policy is to ensure that marketing and messaging coming from JYSK is correct, honest, ethically responsible and relevant. As JYSK has an objective to be more transparent, especially on sustainability initiatives, this policy is meant to ensure that we can achieve this in a balanced and responsible way. Further, it is meant to ensure that applicable marketing laws and internal guidelines are followed across all JYSK markets.

4. Actions, strategies, processes

4.1. Truthful and transparent marketing

All marketing and messaging must be honest, clear, and not misleading. Product features, prices, and claims must be presented accurately and in a way that customers can understand. Our marketing must comply with applicable marketing laws and regulations.

4.2. Responsible use of sustainability claims

Sustainability claims must be specific, relevant, and supported by documented evidence available **prior to use** in marketing.

Comparative environmental claims (e.g. climate or CO₂ neutrality) may only be used when based on recognised methodologies, transparent assumptions, and verifiable documentation. Furthermore, our claims are to be relevant and balanced, and we do not use legislation and regulation as a sustainability claim.

4.3. Respect for people and society

"JYSK is for everyone" is also to be reflected in our marketing. We avoid discrimination, stereotypes, or offensive content, and we want our marketing and messaging to reflect consideration for cultural, social, and ethical differences across markets.

4.4. Children and vulnerable groups

At JYSK we do not target children with marketing. However, we recognise that children may be unintentionally exposed to our marketing in stores and through our media channels.

We therefore follow international marketing standards (such as ICC Advertising and Marketing Communications Code) and ensure that our marketing materials are designed so they do not harm, mislead or exploit children or any other vulnerable groups.

4.5. Responsible partnerships and influencers

All partnerships and influencers must act in accordance with applicable laws and transparency requirements. Sponsored content must be clearly identified and aligned with this policy.

4.6 Pricing, promotions, and savings claims

All pricing, promotional, and savings claims must be transparent, accurate, and substantiated to maintain consumer trust and comply with applicable regulations around pricing and saving claims.

- **Accuracy and substantiation:** All price and savings claims must be truthful and clearly presented.
- **Time-bound validity:** Promotion prices, discounts, and savings claims must clearly state the valid time period.
- **Reference pricing:** Any before/normal price or similar comparative claims must be based and communicated in accordance with relevant local legal requirements.
- **Clarity in communication:** Marketing communications must not exaggerate savings or create a false sense of urgency.
- **Consistency across channels:** Prices and promotions must be consistent across all marketing channels unless differences are clearly explained.
- **Record keeping and auditability:** Adequate records must be maintained to demonstrate compliance with this policy, including historical pricing data and promotion timelines.

4.8. Sustainability claims and approvals

Claims (within sustainability, environmental, health/safety-sensitive, comparative market leadership, or claims aimed at vulnerable groups) are developed centrally from JYSK Head Office where approval processes ensure compliance.

The approval process includes stakeholders across relevant teams, such as Compliance and Quality, HR, Logistics, Marketing, Sustainability and others, depending on claim message.

Local teams **may only use approved Head Office claims** and must not create or communicate their own claims or marketing messaging within sustainability.

4.9. Data use in marketing (high-level)

Where marketing uses customer data or profiling, activities must comply with applicable privacy and consumer protection requirements and JYSK procedures (Detailed rules are covered by dedicated data/IT policies and EU GDPR legislation).

5. Governance

Role	Responsible	Responsibility
Policy owner	EVP Marketing, Retail Dev, E-Com & Omnichannel	Provides strategic oversight and ensures alignment with corporate goals. Most senior level responsible for the implementation of the policy in JYSK.
Policy approver	Sustainability Management Group	Reviews and approves policies, ensuring consistency and compliance on policy form.
Policy responsible	Brand Director	Drafts and revises the policy, including future updates.
Policy implementation	Marketing, Sales and expansion, Communications	Ensure the policy is enforced throughout all marketing activities.

6. Compliance and grievance mechanisms

All marketing and messaging activities must comply with applicable laws, regulations, and internal guidelines. Responsibility for implementation and compliance rests with JYSK management and relevant marketing functions.

7. Reporting and transparency

Performance and compliance with this policy, as well as any updates, will be shared with executive leadership as relevant through the Sustainability Management Group.

Approval and updates

This policy has been approved by JYSK's Sustainability Management Group and is valid from September 2026. The policy will be reviewed as needed and adjustments will be made based on insights, technological advances, and industry best practices. The policy will be revised no later than September 2028.

Appendix: Definitions

Key terms used in this Policy.

Term	Definition
Sustainability claim	Any statement or implication that a product, service, or company has a positive, or less negative, impact on environmental, social, or governance outcomes. Such claims must be fully substantiated with adequate evidence prior to use.
Comparative claim	A claim comparing JYSK to competitors or prior versions (e.g., "25% less CO ₂ e than last year"). Must be like-for-like, current, and transparent on methods and scope.
Sponsored content / influencer marketing	Paid or value-in-kind collaborations where content must be clearly disclosed and compliant with platform and legal requirements.
Children / vulnerable groups	Individuals requiring heightened protection due to age or other vulnerabilities. Marketing must avoid exploitation or undue influence.
Claim	In this Policy, the term "claim" refers to a statement, message or communication made by JYSK regarding a product, service, or company. It does not refer to customer claims, complaints, or warranty cases.