

TRIUNFO COMMUNICATION AND MARKETING POLICY

Scope: Triunfo Participações e Investimentos, business units of Triunfo and its companies

The Triunfo Communication and Marketing Policy sets the criteria that guide the definition of strategies and development of the Company's marketing or promotional materials. It thus contributes to consolidating the image and reputation of Triunfo Participações e Investimentos vis-à-vis its stakeholders and society in general.

Besides complying with all applicable laws and regulations, Triunfo's communication and marketing strategies and actions must observe the following guidelines:

- Be aligned with the corporate values, the Code of Conduct and corporate policies of the Company;
- Use clear, transparent and truthful information, adopting the appropriate language to reach the desired target public;
- Do not provide distorted or misleading information, and/or any information that incites violence, discrimination (by gender, age, religion, ethnic group, sexual orientation, political belief and others), or causes fear, embarrassment and affront to human rights;
- Ensure respect for diversity;
- Respect public spaces, not using unauthorized locations or any location that negatively interferes in the daily routine of communities. In the case of spot campaigns, conducted in public areas, the Company must be responsible for cleaning and adequately disposing of any waste generated during the campaign;

- Not use without prior authorization and not disclose the file information of clients, suppliers, shareholders, professionals and any other stakeholders of the Company;
- Disclose information that contribute to the mobility and safety of users of its services, as well as of communities where Triunfo companies operate;
- Disseminate sustainability, directly or indirectly, through content that will be disclosed or through the use of technologies, materials or procedures aligned with the best practices, whenever possible;
- Ensure that people and/or companies engaged to develop and broadcast/publish communication and marketing campaigns are aware of and aligned with the principles of this Policy;
- Develop and maintain communication and relationship channels between the Company and Brazilian and foreign press, disseminating information of interest to the public; and
- Improve the flow of information between the Company and its professionals in order to promote a healthy working environment based on transparency and mutual trust.