

Code of Responsible Commercial Communications

VII Edition 2026



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INTRODUCTION

The Code of Responsible Commercial Communications (CRCC) is a self-regulatory guide for our company's commercial communications, intended for both internal and external use. All of us who work at Compañía Cervecerías Unidas (CCU) play a fundamental role in how our brands are communicated in each of their categories. They must comply with regulations and ethical behavior, promoting conscious enjoyment and a better life for people and the planet.

Our communications must remain within the bounds of what is responsible and correct, but at the same time, maintain their vigor and appeal to consumers, seeking to create a direct and emotional bond with each of them.

At CCU, we are passionate about creating experiences to share a better life together. Within this framework, we develop our business seeking preference for our brands, promoting innovative, effective and inspiring commercial communications in a consistent and responsible manner.

Having serious and structured self-regulation helps protect our clients, consumers and society in general, while also contributing to the sustainability of the business.



For the purposes of this document, "Commercial Communications" are defined as:

"All brand advertising and marketing activities directed at consumers and clients, in all types of media used for this purpose, such as print media, TV, radio, public spaces, digital, social media owned by and belonging to related influencers, e-commerce platforms, labels, packaging, point-of-sale materials, free samples, prizes, promotions, competitions, sponsorships and events, among others."

GENERAL PRINCIPLES



GENERAL PRINCIPLES

All commercial communications from CCU, its subsidiaries and affiliates, must respect the spirit of the following principles:

1. Comply with current legislation.

All communications must comply with the normative content and spirit of Chilean regulations.

2. Be honest, truthful and responsible.

Commercial communications must provide clear and truthful information about the products offered, so that consumers are able to make rational and informed decisions.

At CCU, the creation of any commercial communication must be developed considering social responsibility from the initial planning stage, without including this concept as a later idea or reflection.

3. Comply with accepted principles of fair competition and good business practices.

Commercial communications must comply not only with local or national laws, rules and regulations, but also with the best business practices of the country in which the messages are disseminated.

4. Comply with norms of morality, good customs and public order.

Commercial communications must be acceptable to all types of audiences, bearing in mind that what is considered "acceptable" varies according to cultural and age-related parameters.

Avoid using messages, insinuations, comments or allusions of any kind with degrading content, or that undermine the physical, mental or moral integrity of people.

5. Promote the dignity and integrity of every person, regardless of their condition, gender, nationality, age, race or religion.

In all CCU communications, people must be presented in a way that values their status as a person, avoiding situations in which they may be degraded.

6. Promote conscious enjoyment while ensuring the care of our environment.

At CCU, we and our brands encourage conscious enjoyment, offering a broad portfolio that promotes informed, moderate and responsible consumption.

All of the above must be compatible with the positioning of each brand, the increase in its value and, as a consequence, its greater commercial development, contributing to making society better every day.



PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS



PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS

It should be kept in mind that products containing alcohol are fundamentally different from many other products, which places a greater obligation on us to behave in a sensitive and respectful manner. We must promote conscious, informed, moderate and responsible consumption by providing clear and truthful information.

1. General aspects of messages about alcoholic products

Our commercial communications must:

Be explicitly designed for and targeted at people authorized to consume alcohol, according to the legislation of each country.

Avoid presenting the consumption of alcoholic products as a behavior modifier that can contribute to greater mental, physical and athletic performance, or to social and romantic success.

Explanatory notes to “General aspects of messages about alcoholic products”

They must comply with current legislation and existing trade association regulations in terms of scheduling and content.
(Annex I, Chilean media)

Our actions must respect the spirit of this code, avoiding loopholes and ways to evade the rules or act in opposition to generally accepted moral principles, even if not expressly prohibited in this document.



PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS

2. Responsible Alcohol Consumption (CRÁ)

Our commercial communications must:

Encourage conscious enjoyment, promoting informed, moderate and responsible consumption, and not represent situations of excessive consumption.
(Annex I, Chilean media)

Present moderate and responsible consumption as a positive behavior.

Associate the consumption of alcoholic products with normal behavior and activities, without suggesting antisocial behavior.

Avoid association of any kind with illegal drugs.

Avoid presenting the consumption of alcoholic products as a behavior modifier that can contribute to greater mental, physical and athletic performance, or to social and romantic success.

The packaging of our alcoholic products must include at least one message recommending responsible alcohol consumption (CRÁ), taking into account the legislation of each country as the primary reference.

These messages may state:

- Product for +18 years.
- Do not consume alcohol during pregnancy.
- Do not drink and drive.



Explanatory notes to “Responsible Alcohol Consumption”

Commercial communications must graphically depict the consumption of alcoholic products in an informed, moderate and responsible manner, associated with appropriate behavior. Failure to do so compromises our efforts to prevent abuse and promote positive consumption trends and patterns.

Encouraging “moderate and responsible consumption” means encouraging behavior that is appropriate for the individual and/or the situation described graphically. Under no circumstances should people be encouraged to drink excessively or be shown drinking to the point of losing self-control.

In practice, this means:

- I. Total number of alcoholic beverages per person: Commercial communications should create a positive brand experience and not encourage people, through images, actions or words, to drink large quantities in the same situation or scene.

- II. Places: People should be shown consuming only in places permitted by the legislation of each country.
(Annex I, Chilean media)

Drinking from the bottle may be appropriate if this is a normal way of consuming the product in question, but avoid giving the impression that the bottle has been emptied in one gulp. The angle of the bottle should suggest that it is being drunk slowly.

People should not be “challenged” to drink. We should encourage “moderation”. Those who choose not to drink, or who drink only in limited amounts, should not be portrayed negatively, belittled or ridiculed. Furthermore, situations should not be portrayed in which the group pressures one of its members to consume alcohol, to do so faster or in greater quantities.

Avoid showing people in a state of intoxication, or in a situation that could lead the public to conclude that they will become intoxicated.

PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS

3. Minors / Adults

Our commercial communications must:

Be clearly directed towards people who are of legal drinking age.

Prohibit the promotion, advertising or any type of communication of alcoholic products to minors.

Employ characters or models who are of legal age, and who act and represent their legal age.

Promote the brand in media outlets during times and programs where the target audience is of legal drinking age. (*Annex I, Chilean media*)

Not participate in or sponsor events directed at minors, organized by minors or attended mainly by minors.

Take care with design and graphics, both in packaging and advertising, so that they are not particularly attractive to minors. (*Annex I, Chilean media*)

Explanatory notes to "Minors"

Advertising should avoid using images, music, cartoon characters, celebrities, media, platforms and other elements that are particularly appealing to minors. (*Annex I, Chilean media*)

Before broadcasting any advertising, it is the advertiser's responsibility to take into account the composition of the audience of the broadcasting medium. In the case of sponsored events, the contractual restrictions or admissions of the event organizers are a good way to verify the type of audience. The target groups and audience composition must be verified (over 80%).

When designing communications in digital media, the provisions of this code must also be followed. Specific areas that are of particular attraction to minors, such as animations and downloadable games, should be avoided. Messages via SMS, WhatsApp, social media DMs and video games, among others, will only be sent to people of legal age. (*Annex I, Chilean media*)

In the case of beer or other alcohol dispensers that are rented to individuals for events, parties or birthdays, the identity card of the person celebrating and/or attendees will be required in order to inform them about the "CCU Alcohol Policy". If the event is aimed at minors, the service will not be provided.

Spaces intended for minors, such as kindergartens, nurseries, educational establishments, children's homes, foster homes, youth entertainment centers and play areas in shopping centers, should not be subject to sponsorships, consignments, promotions, marketing activities, donations or rentals of CCU's alcohol brands.

In the case of school premises used for alumni or parent activities, participation will be allowed as long as the majority of attendees are of legal drinking age and the activity takes place outside of school hours. This also extends to advertising materials, such as chairs, awnings, parasols, banners or other items bearing the image of any of the alcohol brands. It is prohibited to set up stands or employ promoters of these brands, and to distribute free samples or promotional items, in such locations.

Monetary sponsorships for events organized by minors, such as student centers, scout groups or youth groups, must be awarded in the name of CCU and must include the corporate logo or a CCU non-alcoholic beverage brand.

If there are cases in which one of the CCU brands cannot participate and an explanation is requested from the counterparty, the applicant must be informed that "the consumption of alcoholic products is not permitted for minors under 18 years of age. In this regard, as a matter of internal policy, CCU avoids participating in events where the majority of attendees are under the legal drinking age."



PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS

4. Road safety

Our commercial communications must:

Promote road safety and under no circumstances encourage or incite driving while drinking alcohol.

Promote responsible, prudent and safe driving, respecting traffic laws.

Explanatory notes to “Road safety”

In all communications, any association between the consumption of alcoholic products and driving any type of vehicle should be avoided. Never communicate that consuming alcohol before and/or while driving is acceptable or that it may not be harmful.

No CCU advertisements should feature people driving cars or other motor vehicles while consuming alcoholic products.

5. Sports

Our commercial communications must:

Avoid creating the impression that consuming alcoholic products improves athletic performance.

Avoid suggesting that consuming alcoholic products is compatible with physical activity, and instead promote their consumption after the activity.

Explanatory notes to “Sports”

Encourage the conscious enjoyment of alcohol after engaging in physical or sporting activities, and not before or during.

It is our responsibility to carefully choose the sporting events in which we participate, in order to avoid associating the consumption of beer and other alcoholic beverages with sports that are especially violent, such as those that encourage combat.

- *Annex I, Chilean media*

6. Consumption of alcoholic products, performance and the workplace

Our commercial communications must:

Avoid creating the impression that consuming alcoholic products improves mental or physical ability or performance.

Avoid associating the consumption of alcoholic products with the workplace or work hours.

Avoid linking the consumption of our products with the operation of machinery of any kind.

Explanatory notes to “Consumption of alcoholic products, performance and the workplace”

Neither CCU’s representations nor messages should suggest that consuming alcoholic products enhances people’s abilities, whether mental or physical. In other words, they should not show that consuming alcohol promotes concentration and intelligence, or helps to increase strength or vigor.

Any situation or message that links the consumption of alcoholic products to the workplace should be avoided.



PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS

7. Violence and danger

Our commercial communications must:

Avoid suggesting any association with violent, dangerous, aggressive or antisocial behavior.

Link the consumption of our products to safe actions, and avoid showing people participating in dangerous or risky activities.

Avoid linking the consumption of our products with the operation of machinery of any kind.

Explanatory notes to "Violence and danger"

When developing advertising, take into account that violence and aggression are often public problems, and may be related to excessive alcohol consumption. We must convey messages that prioritize "normal", appropriate, positive, safe behavior, and that do not expose characters to dangerous and violent situations.

Words, actions and images must be chosen carefully, avoiding any association with violent, aggressive, dangerous or antisocial behavior. If there are any doubts about the limits of this definition, it is always best to err on the side of safety, keeping in mind that antisocial behavior is defined as any behavior that may directly or indirectly cause harm, annoyance or inconvenience to other people.

With regard to sponsorship, any type of direct or symbolic link between alcohol consumption and risky or inappropriate behavior should be avoided. It should be noted that activities that would not normally be considered dangerous (swimming in a pool or using certain tools, for example) could become dangerous if participants have consumed alcoholic products. If an association exists, it must be clearly established that the consumption of alcoholic beverages takes place subsequent to the activity.



PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS

8. Health aspects and alcoholic content

Our commercial communications must:

Represent real-life situations, avoiding claims that our products have therapeutic properties, or that they are a stimulant, sedative or means to resolve personal conflicts and overcome mood swings.

Not associate our products with the prevention, treatment or cure of disease, or suggest that they possess such properties.

Not associate the consumption of alcoholic products with pregnancy or breastfeeding.

Avoid creating any confusion regarding the alcoholic content of a product.

Explanatory notes to “Health aspects and alcoholic content”

Commercial communications should not create the impression that alcohol offers a solution to difficult physical or emotional situations.

Do not present the product as a means to solve, avoid or resolve personal conflicts or negative feelings such as sadness, anger or loneliness.

The amount that the characters drink should always be moderate, regardless of the alcoholic content of the beverages. In this way, we avoid suggesting that those with lower alcohol levels can be consumed in excess without consequences. If the issue of alcohol content is relevant, a simple statement or piece of information is acceptable.

9. Social and romantic success

Our commercial communications must:

Avoid creating the impression that consuming alcoholic products contributes to or is a requirement for achieving social success.

Avoid suggesting any association with romantic success or sexual performance.

Be in accordance with the rules of public order, morality and good customs.

Explanatory notes to “Social and romantic success”

If the representations and messages of our alcoholic products are associated with family or social settings (and not with solitary consumption), it should not be suggested that consumption will make a person more successful, nor gain higher status, admiration, friends, popularity or recognition.

Advertising that portrays a brand as a complement to daily relationships is not in conflict with this code. Alcoholic products may be associated with or used in a celebratory context, and may show generally attractive people or scenes of people socializing. (*Annex I, Chilean media*)

Communications that use successful people to promote a product should not imply that, by consuming said product, the success is likely to be replicated by the consumer.

The actions and attitudes shown in advertising must be in accordance with respectful and socially acceptable behavior in real life.



PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS

10. Free samples

The distribution of free samples is subject to the following rules:

Do not offer free samples of alcoholic products in public places where their consumption is prohibited.

Offer alcoholic products exclusively to adults.

Explanatory notes to “Free samples”

“Free samples” are understood as the giving away of products or promotional gifts with the intention of providing a positive experience.

The distribution of free samples must comply with current legislation and regulations, as well as the regulations of the place where it occurs.

Free samples of CCU's alcoholic products will only be given to adults. The consumer's identity card should always be requested to verify that they are of legal drinking age. Samples should never be given to minors, even if they are accompanied by their parents. The customer should be informed that “it is CCU's policy not to promote alcohol consumption by minors”.

The offer of free samples should include providing a reasonable and appropriate quantity of the product (enough to be made aware of the brand's attributes).

It is advisable to inform the consumer that the sample contains alcohol and to provide information about its content.



PRINCIPLES APPLICABLE TO ALCOHOLIC PRODUCTS

11. Dealcoholized products (0.0 beers, dealcoholized wines and others)

Dealcoholized beverages help to broaden consumer options. They also allow us to continue strengthening the image of our brands and promote responsible consumption, particularly on those occasions when it is not possible to consume alcohol (before driving, at work, etc.).

Our commercial communications in this product category **MUST**:

Clearly distinguish that it is an alcohol-free product

It must be clearly recognizable that it is a non-alcoholic beverage, distinguished through its packaging and verbal or written communication. The message, label and/or logo of the alcohol - free variant must be visible.

Our commercial communications in this category **MAY**:

I. Extend advertising broadcast times, subject to the following conditions:

Television

Broadcast from 12:01 pm (consistent with self-regulation in radio).

Audience over 18 years old (80% or more).

Qualitative review of the content of the programs where the advertising will be shown, ensuring that it is not close to a child audience.

Other Media

Radio: advertise from 12:01 pm.

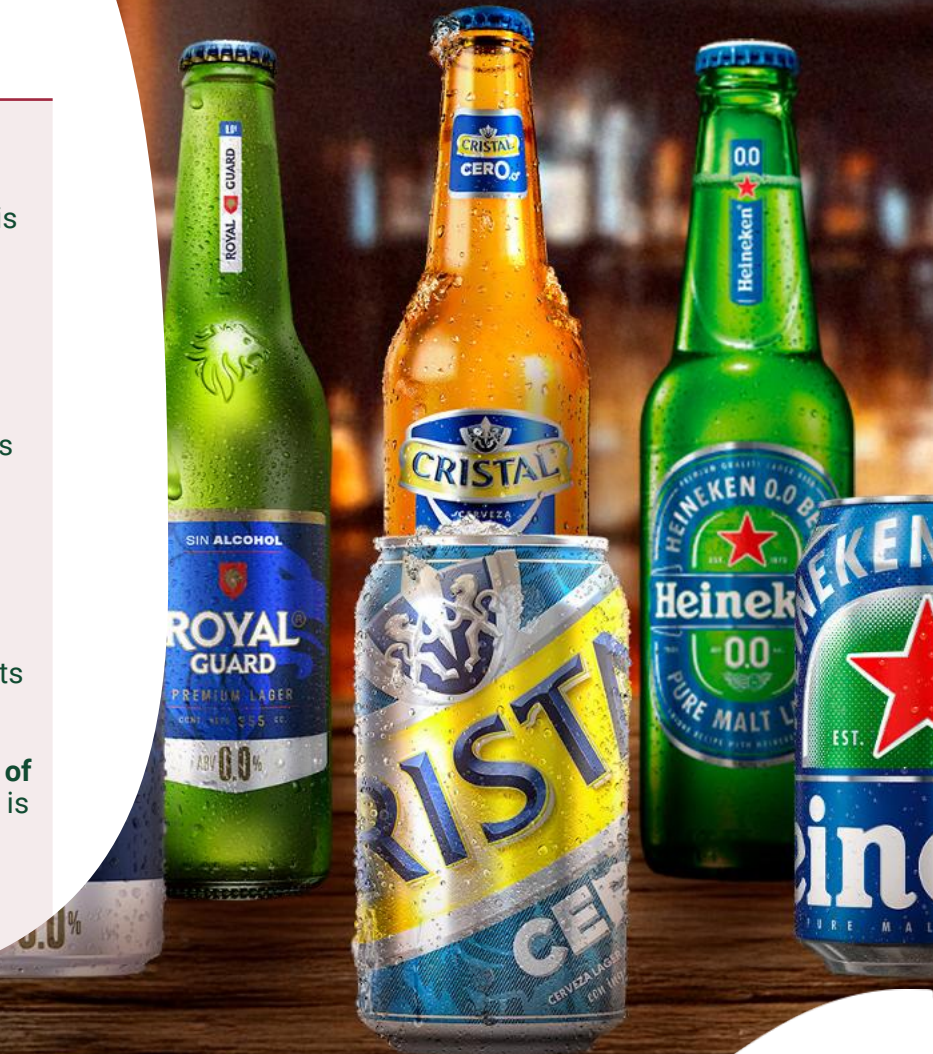
Public roads: should always be more than 200 meters away from schools or kindergartens.

Others: no time restrictions.

All Media

Ensure the audience is made up of 80% or more adults over 18 years of age.

II. Share desired positioning with the alcoholic version of the brand, as long as it is clearly distinguished that it is an alcohol-free product.



PRINCIPLES APPLICABLE TO ALCOHOL-FREE PRODUCTS



PRINCIPLES APPLICABLE TO ALCOHOL-FREE PRODUCTS

1. General aspects of messages about alcohol-free products

Our commercial communications must:

Comply with the current laws, rules and regulations of each country.

Show that consuming these products is compatible with a healthy lifestyle.

Promote conscious enjoyment, ensuring that excessive behaviors are not displayed.

Avoid any association between products and unhealthy behavior.

Explanatory notes to “Conscious enjoyment of alcohol-free products”

All messages issued by CCU regarding its products must be consistent with the current regulations of each country.

Communications for non-alcoholic beverages must consider what the World Health Organization (WHO) establishes as a healthy diet; that is, one that contains a balanced caloric intake, low in fats, sugars and sodium.

Show consumption of these products in moderate portions and without exaggeration, emphasizing the positive aspects of this behavior.

Do not show that consumption of these products can modify behavior and improve social success.

Do not advertise a product using characters who show signs of being unhealthy. As established by the Chilean Advertising Code of Ethics, people with anorexia, obesity or any other condition that threatens health and proper development should not be put forward as role models.

Show the consumption of CCU products in healthy contexts (sharing with family, outdoors, etc.) where good habits are highlighted, such as practicing sports, eating a balanced diet and consuming moderate portions.



PRINCIPLES APPLICABLE TO ALCOHOL-FREE PRODUCTS

2. Health and nutritional content

Our commercial communications must:

Show that regular consumption of our products is compatible with a healthy lifestyle.

Not show or allude to the fact that consuming a product can replace a meal or substitute the vitamins and properties of a particular food. A product may only be promoted as a meal replacement when its properties so indicate, in accordance with the legislation of each country and studies that support it.

Always have scientific and regulatory backing when communicating that a product has health properties.

Explanatory notes to “Health and nutritional content”

All messages issued by CCU regarding its products must be consistent with current regulations.

Promote products by showing actual portion sizes. Do not suggest that excessive consumption is good, healthy, funny or acceptable.

Do not imply that consuming our products can replace meals. Our products should be presented as a complement to a daily diet and healthy lifestyle.

Messages should not incite confusion among consumers regarding the potential health benefits derived from consuming a particular product.

3. Sports, healthy living and physical performance

Our commercial communications must:

Promote sports and physical activity as part of a healthy lifestyle that is compatible with the regular consumption of our products.

Not promote excessive consumption of our products, especially those containing added sugar.

Explanatory notes to “Sports, healthy living and physical performance”

Demonstrate that balanced consumption of CCU products is fully compatible with sports and physical activity, fundamental elements of a healthy life.

It is recommended that our beverages are combined with a healthy diet. They should be shown as a complement to a balanced diet and healthy lifestyle, provided that they are consumed in moderation.

All marketing activities that include offering sugary drinks must comply with the legislation of each country.

Show the consumption of CCU products in healthy contexts (sharing with family, outdoors, etc.) where good habits are highlighted.

4. Social and romantic success

Our commercial communications must:

Avoid creating the impression that consuming any of these products is a requirement for achieving social success.

Explanatory notes to “Social and romantic success”

Do not show that consuming the products is a guarantee of higher status, popularity, admiration or recognition.



PRINCIPLES APPLICABLE TO ALCOHOL-FREE PRODUCTS

5. Responsible communication for minors

Advertising aimed at minors must always take into account the psychological characteristics of the target audience, and must take great care in assessing their level of knowledge, sophistication and maturity.

Our commercial communications must:

Respect the current legislation of each country in case there are restrictions on advertising and product promotion. (*Annex I, Chilean media*)

Use language and visual elements that are understandable to the target audience.

Respect the regulations of each country regarding sales restrictions, advertising and promotional devices.

Explanatory notes to “Responsible communication for minors”

Assurances that create expectations about the benefits of a beverage should be avoided; for example, associating its consumption with greater strength, status or popularity.

CCU product communications should not undermine the authority of the parents or adults responsible for the well-being of the child, but should be presented as complementary to the formation of conscious consumers.

Messages should be guiding, educational and highlight positive values such as friendship, kindness, honesty, justice, generosity, respect, wholesome entertainment and enjoyment. Never promote violence or discrimination. Advertising aimed at minors must avoid the use of violence or aggression, appeals to sexuality and the belittling of social values, and must not promote or encourage any form of discrimination.

Messages and representations should promote healthy lifestyles, encourage physical activity and highlight the importance of a balanced diet. Characters should not be shown consuming disproportionate or exaggerated portions of any product.

The promotion of CCU products, especially the free offer of products or samples in supermarkets or shopping centers, must be carried out by promoters trained for this purpose, who must not only know the characteristics of the product, but also maintain appropriate judgement of minors.

Where minors participate as “influencers”, the consent of their parents or guardians must be solicited, their privacy protected and the content of the communication judged as appropriate to their age.



PRINCIPLES APPLICABLE TO ALCOHOL-FREE PRODUCTS

6. Energy drinks

Our commercial communications must:

Comply with the laws and regulations of each country regarding minors and/or age limits.

Not encourage the consumption of energy drinks mixed with alcohol among groups for whom consumption is not recommended, such as minors and pregnant and breastfeeding women.

Explanatory notes to “Energy drinks”

Advertising for energy drinks, whether consumed alone or with alcohol, should promote conscious enjoyment, emphasizing responsible and moderate consumption in an appropriate serving.

The consumption of energy drinks containing alcohol should not be promoted or associated with individuals who are under the legal drinking age, nor with pregnant or breastfeeding women. (*Annex I, Chilean media*)



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