KIKIBAR Brand Marketing Principles

INTRODUCTION

KIKIBAR is a vape brand presented in nicotine and non-nicotine forms.

Pursuing the aim to be presented on the market in compliant and responsible manner, KIKIBAR has developed Key Principles of Responsible Marketing (KIKIBAR Brand Marketing Principles) that shall be followed by KIKIBAR team as well as by respective teams of business partners that are involved in KIKIBAR marketing in their respective end markets.

MARKETING PRINCIPLES

1. Compliance with local legislation

Regulation of vapes differs from country to country. While being fully committed to follow and adhere to the legal and regulatory requirements of the end markets, we nevertheless follow these KIKIBAR Brand Marketing Principles in cases where local regulatory and legal requirements are less strict.

2. Legal age audience targeting

Our marketing materials and campaigns are aimed for attention and consideration of our target audience – adult smokers aged 30 years and older. Any campaigns and/or materials cannot contain information (including media, digital, video etc.) that is aimed to involve or address younger generation.

3. No underage sales

KIKIBAR strongly condemns vape sales to underage and expects business partners to provide reasonable steps to avoid youth access to KIKIBAR products.

4. Accurate and non-misleading information

No marketing material can contain information that can askew KIKIBAR products perception such as claiming health benefits, social success or sex appeal related to using KIKIBAR products. Instead, all the marketing materials and campaigns shall contain accurate and verified messages to the adult target audience.

5. Not risk-free product

Vapes are not considered being risk-free and while presenting KIKIBAR products to the end market we need to make sure that respective warnings regarding the products are delivered to the consumers in the accessible and clear manner.