

《海辰储能负责任营销政策》

Hithium Energy Storage Responsible Marketing Policy

厦门海辰储能科技股份有限公司

Xiamen HiTHIUM Energy Storage Technology Co., Ltd.

前言 Introduction

海辰储能（以下简称“本公司”），作为全球领先的储能企业，致力于通过创新、可持续和道德的营销实践，巩固行业领导地位，提升品牌信任度，并推动全球能源转型。我们坚持以诚信、透明和社会责任为核心，服务于 B2B 客户（公用事业、电网运营商）及 B2C 客户（家用储能用户），为利益相关者创造长期价值。本政策旨在明确海辰储能在全球营销活动中的负责任承诺，供客户、合作伙伴、监管机构及其他利益相关者查阅。

Hithium Energy Storage (hereinafter “the Company”), as the world’s leading energy storage enterprise, is committed to reinforcing its industry leadership through innovative, sustainable, and ethical marketing practices. Our goal is to enhance brand trust, drive engagement with B2B clients (utilities, grid operators) and B2C customers (household energy storage users), and contribute to the global energy transition. This policy outlines Hithium’s commitment to responsible marketing, providing a transparent framework for customers, partners, regulators, and other stakeholders.

承诺 Commitments

海辰储能郑重承诺，在所有营销活动中秉持以下原则，以确保合法合规、道德透明及可持续发展：

Hithium Energy Storage pledges to uphold the following principles in all marketing activities to ensure legal compliance, ethical transparency, and sustainability:

1. 严格遵守法律法规 Strict Compliance with Laws and Regulations

我们严格遵守《中华人民共和国广告法》《中华人民共和国反不正当竞争法》《中华人民共和国反垄断法》及国家市场监督管理总局、国家广播电视总局等机构的相关规定。同时，遵循美国、欧盟及亚洲市场的广告、数据保护和消费者权益法规（如欧盟 CSRD、美国 SEC 气候披露要求）。所有营销内容确保真实、合法、不误导，并通过内部合规审查。

We adhere to the Advertising Law of the People’s Republic of China, Anti-Unfair

Competition Law, Anti-Monopoly Law, and guidelines from the State Administration for Market Regulation and the National Radio and Television Administration. Additionally, we comply with advertising, data protection, and consumer rights regulations in the US, EU, and Asia (e.g., EU CSRD, US SEC climate disclosure requirements). All marketing content is truthful, legal, non-misleading, and subject to internal compliance reviews.

2. 尊重消费者权益 Respect for Consumer Rights

我们尊重消费者的知情权、选择权和隐私权，杜绝过度营销或侵扰性推广。严格遵循《个人信息保护法》等法规，保护客户数据安全，确保隐私保护贯穿产品和服务全流程。我们通过清晰的产品说明和优质服务，建立长期、信任的客户关系。

We respect consumers' rights to information, choice, and privacy, rejecting excessive or intrusive marketing. In line with the Personal Information Protection Law and other regulations, we safeguard customer data and embed privacy protection across all products and services. We build long-term, trust-based relationships through clear product information and superior service.

3. 诚信为本 Integrity as the Foundation

诚信是海辰储能的核心价值观。我们在与客户、供应商、合作伙伴及政府机构的交往中，坚持公开透明，反对任何形式的欺诈、虚假宣传或误导性信息。所有交易和营销活动均以诚实守信为原则，确保公平公正。

Integrity is the cornerstone of our operations. In dealings with customers, suppliers, partners, and government entities, we uphold transparency and honesty, opposing any form of fraud, false advertising, or misleading information. All transactions and marketing activities are conducted with fairness and accountability.

4. 真实透明的沟通 Truthful and Transparent Communication

我们承诺提供真实、准确的营销信息，不夸大产品性能，不隐瞒关键信息。所有产品和

服务宣传均基于科学事实和可验证数据，定期接受内部审查以确保合规性和准确性。我们通过透明披露产品碳足迹和供应链信息，保障消费者的知情权。

We ensure all marketing information is accurate, verifiable, and based on scientific evidence, avoiding exaggerated claims or omission of critical details. Regular internal audits verify the compliance and accuracy of product and service promotions. We provide transparent disclosures on product carbon footprints and supply chain practices to uphold consumers' right to know.

5. 倡导绿色可持续发展 **Promoting Green Sustainability**

我们积极推广绿色储能解决方案，倡导低碳生活方式，助力全球碳中和目标。在营销活动中，优先选择环保材料，减少包装浪费，并提供回收和循环利用指导。我们鼓励消费者选择可持续产品，共同为环境保护贡献力量。

We advocate for green energy storage solutions and low-carbon lifestyles, aligning with global carbon neutrality goals. Marketing activities prioritize eco-friendly materials, minimize packaging waste, and offer recycling guidance. We encourage consumers to choose sustainable products, contributing to environmental protection.

6. 融入社会责任 **Integrating Social Responsibility**

我们将社会责任融入营销活动，通过支持公益项目、社区合作和可持续发展倡议，展示企业的社会价值。营销内容突出储能技术对可再生能源整合和社区赋能的贡献，激发利益相关者对社会责任的关注与参与。

We embed social responsibility into marketing by supporting charity projects, community partnerships, and sustainability initiatives. Our campaigns highlight the role of energy storage in renewable energy integration and community empowerment, inspiring stakeholders to engage in social responsibility.

7. 维护公平竞争 **Upholding Fair Competition**

我们致力于维护健康、有序的市场环境，严格遵守反不正当竞争和反垄断法规，拒绝价

格操纵、恶意诋毁竞争对手或侵犯知识产权等行为。我们倡导行业合作，鼓励公平竞争，推动储能行业高质量发展。

We are committed to a healthy, orderly market environment, strictly adhering to anti-unfair competition and anti-monopoly laws. We reject practices such as price manipulation, malicious defamation of competitors, or intellectual property violations. We promote industry collaboration and fair competition to advance the energy storage sector.

结语 **Conclusion**

海辰储能相信，负责任的营销不仅是企业发展的基石，也是对客户、社会 and 环境的承诺。我们鼓励所有员工、合作伙伴及相关方共同践行本政策，携手推动储能行业的可持续发展，为全球能源转型贡献力量。

Hithium Energy Storage believes that responsible marketing is not only the foundation of business success but also a commitment to customers, society, and the environment. We encourage all employees, partners, and stakeholders to uphold this policy, working together to advance the sustainable development of the energy storage industry and contribute to the global energy transition.