AVENUE TWO TRAVEL

Principles for Responsible Marketing and Public Relations Practices

1. Statements

Avenue Two Travel is a travel services and travel agency company operating through offices and brands around the world. Our marketing and public relations activities shape how travelers, partners, destinations, and communities perceive our business, and they carry a responsibility to be honest, respectful, and accurate. This document contains the principles governing our marketing and public relations practices, in particular with respect to environmental and social claims, and applies wherever the Company communicates publicly, in any market, channel, or language.

These principles are built around three guiding principles: (a) that our claims are precise, verifiable, and substantiated by reliable data; (b) that we are truthful, transparent, and accountable about the social and environmental impacts of our operations, both positive and negative; and (c) that we follow ethical guidelines when using sensitive marketing and public relations channels and practices.

2. Scope

These principles applies to all marketing, advertising, public relations, sponsorship, and communications activity carried out by A2T, its subsidiaries, brands, and offices worldwide, across all channels — including websites, brochures, email, social media, influencer and affiliate partnerships, press releases, sustainability reports, sales presentations, and point-of-sale materials.

It applies to all employees, contractors, agencies and agents, consultants, and partners who create, approve, or distribute content on behalf of the Company, and to all destinations, suppliers, accommodations, and experiences that the Company markets, regardless of local market practice.

These principles apply to all marketing, advertising, public relations, sponsorship, and communication activities carried out directly by A2T across all channels—including websites,

brochures, email, social media, newsletters, blogs, press releases, sustainability reports, sales presentations, and point-of-sale materials.

Furthermore, this policy will be communicated to suppliers and agents so that they incorporate the fundamental principles to be considered when mentioning our brands in their marketing and advertising materials, avoiding the improper use of claims lacking supporting evidence. Additionally, our B Corp committee will conduct periodic reviews of publications not directly authored by the company.

3. Guiding Principles

a) Precise, verifiable, and substantiated claims

The Company only makes environmental and social claims that are precise, verifiable, and substantiated by reliable or scientific data. This principle exists to prevent greenwashing, exaggeration, or misleading impressions in how we describe our services and their impact.

- Environmental or social terms such as "sustainable," "eco-friendly," "carbon-neutral," "green," "responsible," or "ethical" may only be used when supported by recognized standards, certifications, or credible data (for example, GSTC, Travelife, Green Key, ISO 14021, or equivalent local certifications), and the supporting evidence must be available on request.

- Vague or unsubstantiated claims, and absolute claims that cannot be fully verified (e.g., "zero impact," "100% sustainable"), are not permitted. Claims should be specific about what they cover (a property, a route, a product) rather than implied across the whole Company unless that is accurate.

- Comparative claims (e.g., "lower emissions than," "more sustainable than") must be based on a documented, defensible methodology.

- Photographs, video, and other imagery used in marketing must accurately represent the destination, accommodation, or experience being offered, and must not be manipulated or staged in a way that creates a materially false impression.

- All environmental or social claims must be reviewed and approved by the designated B Corp Committee reviewer before publication, and supporting evidence must be retained and version-controlled for the life of the campaign or claim.

b) Truthful, transparent, and accountable communication of impacts

The Company is truthful, transparent, and accountable about the social and environmental impacts of its operations, communicating both positive achievements and negative or unresolved impacts rather than presenting a selective or one-sided picture.

- Public communications and sustainability reporting must present a balanced view, disclosing known challenges, negative impacts, and areas for improvement (for example, the carbon footprint associated with air travel, overtourism pressure on destinations, waste, or labor conditions in the supply chain) alongside progress and achievements.

- The Company does not selectively omit material negative information about its operations or supply chain in order to create a more favorable public impression ("greenhushing"), nor does it publicize aspirational goals as though they were already achieved.

- Where a prior claim is found to be inaccurate, outdated, or no longer substantiated, the Company will correct it within 30 business days and transparently through the same or an equally visible channel.

- Customers, partners, and members of the public may raise concerns about the accuracy of a marketing or public relations claim through the website grievance form, and such concerns will be reviewed and addressed by the responsible Marketing, Legal, or Human Resources function.

- The Company is responsible for its own statements and for those in which its brands appear as the authors of the remarks and advertisements.

c) Ethical use of sensitive marketing and public relations channels

The Company follows ethical guidelines when using sensitive marketing and public relations channels and practices, recognizing that travel marketing involves representing real people, cultures, and destinations, and reaching audiences through channels that carry particular risks of harm or manipulation.

- Representation of destinations and communities: marketing content must avoid stereotypes, exoticization, or exploitative imagery of local communities, indigenous peoples, poverty, or hardship ("poverty tourism" or "disaster tourism" framing), and must not use images of children or vulnerable individuals without appropriate consent and safeguarding review.

- Reviews and testimonials: the Company does not create, purchase, or materially incentivize fake reviews or testimonials, and discloses any material incentive provided in exchange for a review or testimonial, consistent with applicable consumer protection and advertising law in each market.

- Influencer and affiliate marketing: all sponsored, paid, or gifted partnerships must be clearly and conspicuously disclosed as advertising, in the form required by local law in each market where the content is published.

- Use of customer data: targeted advertising must comply with applicable data protection and privacy law in each jurisdiction, must not exploit sensitive personal data, and must not specifically target children or other vulnerable audiences with persuasive commercial messaging.

- Urgency and scarcity tactics: marketing must not use false or artificial urgency, scarcity, or countdown claims (for example, fabricated "X people are looking at this" or "only 1 room left" messaging that does not reflect real availability).

- Crisis and sensitive-event communications: the Company does not use natural disasters, public health emergencies, political conflict, or personal tragedy as a marketing opportunity, and pauses campaigns as needed to remain respectful during such events.

- Local law and cultural norms: all marketing and public relations activity must comply with applicable advertising, consumer protection, and data privacy law in each jurisdiction in which the Company operates, in addition to this policy; where local law is more protective, the local standard applies.

4. Governance and Oversight

- B Corp Committee will:
    - Review and approval workflows for campaigns and claims, and maintenance of supporting evidence files.
    - Validate environmental and social claims and certifications referenced in marketing and public relations content, and contributes to balanced impact reporting.
- Board of Directors and Leadership team will:
    - Reviews claims and campaigns that carry legal or regulatory risk across jurisdictions, and advises on local advertising and consumer protection requirements.
    - Reviews these principles at least annually and receives periodic reporting on material claims, corrections, and complaints.

Any employee, contractor, or partner who becomes aware of a potential violation of these principles should report it to the Board of Directors and Leadership team or through the Company's existing grievance procedure. The Company will not tolerate retaliation against anyone who raises a concern in good faith. Violations of this policy may result in corrective action, campaign withdrawal, and, where applicable, disciplinary action.

5. Marketing Material Review

The B Corp Committee will be responsible for reviewing all marketing materials intended for publication. Its mission will be to ensure that publications meet ethical and transparency standards, preventing them from being perceived as greenwashing. Additionally, the committee will determine the training required for graphic design staff and independent marketing and advertising contractors to ensure they are familiar with best practices in this area.

6. Definitions

Recognized certifications
Third- party sustainability, quality, or ethical standards issued by an independent, credible body that verifies a company´s practices against defined criteria - rather than a claim the Company makes about itself. In the context of this policy, examples include GSTC (Global Sustainable Tourism Council), Travelife, Green Key, and ISO 14021(self-declared environmental claims standard), or equivalent certifications recognized in the local market. A

claim is only “substantiated” under this policy if it can be tied to a certification of this kind or to comparable verifiable data - not to internal, self- awarded labels.

Greenhushing

The practice of deliberately under-reporting, downplaying, or staying silent about a company´s negative environmental or social impacts - or even its genuine sustainability progress - typically out of fear of criticism or accusations of greenwashing.

Scarcity Tactics

Marketing techniques that create a false or artificial sense of limited availability or time pressure to prompt an immediate purchase decision - for example, fabricated countdown timers, “only 1 room left” or “X people are viewing this” messages that do not reflect real-time inventory, or artificially inflated “original prices” used to imply a discount. This policy permits scarcity messaging only when it reflects genuine, verifiable availability or timing.

Vulnerable Populations

Individuals or groups who may have a reduced capacity to recognize manipulative marketing, to give informed consent to how their image or date is used, or protect their own interest in a commercial exchange - including children, low income travelers, elderly individuals, people affected by a crisis or emergency, and members of local communities (including indigenous people) depicted in destination marketing without adequate consent or context.