

# Responsible Marketing Policy

Status: 2026



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**Helaba is committed to sustainable, transparent and responsible marketing practices. This policy defines the principles of marketing activities across the Helaba Group.**

## 1. Values of Helaba

Sustainable business practices have long been established in Helaba's business model and go hand in hand with our mandate to operate in the public interest. We support our customers with a range of expert ESG advisory services and suitable financing on their own journey towards a sustainability transformation. Helaba is a credit institution organised under public law, with a commitment to operating sustainably; its long-term strategic business model is that of a full-service bank with a regional focus, a presence in carefully selected international markets and a very close relationship with the Sparkassen-Finanzgruppe.

One of Helaba's core strategic areas of activity is to work in partnership with customers to help them complete their sustainability transformation process and adopt a climate-neutral, circular business model. As a corporate citizen, we are committed to exercising a positive influence on society that goes beyond our business activities.

We strive to create a corporate culture and working environment in which our employees feel safe and encouraged to get actively involved and to report any potential grievances or misconduct.

## 2. Sustainability and ethical standards in marketing

Sustainability in the sense of environmental and social responsibility is an integral part of the binding Group-wide business strategy, as is

sustainability in the context of fair corporate governance, which means that the business activities of all Group companies are systematically oriented around these requirements.

We are committed to an open and transparent communications policy. Within the context of our statutory obligations, we reliably communicate information about our business activities by the respective deadlines and cooperate with investigating and supervisory authorities.

When advertising our products, we ensure that we always respect general fundamental social values, as they are also part of Helaba's Code of Conduct. It goes without saying that we comply with regulations such as the ban on unfair commercial practices and misleading advertising. We respect the privacy of our customers and ensure that the processing of personal data complies with the data protection regulations.

Marketing activities, either physical, digital or on events, shall further the goals of our clients and provide them with a clear added value. We focus on a clear, comprehensible, inspiring and mutual communication. All information about our products and services is factual and comprehensive. Potential risks and negative effects are described transparently.

We favor resource-efficient ways of communication and digital or regional formats. Furthermore, we strive to reduce print materials and promotional items by using them purposefully.

## 3. Regular revision

This policy is being reviewed on a regular basis and adapted to the applicable regulatory requirements and market expectations.

## **Helaba**

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