

RESPONSIBLE MARKETING POLICY

Florim USA's communication and marketing approach is grounded in transparency, fairness, accuracy, and respect for people and the environment. This reflects our company values and our ongoing commitment to sustainable practices, supported and exemplified by our annual participation in the publication, spearheaded by Florim Ceramiche S.P.A, of an annual Sustainability Statement.

We communicate across a range of channels, including our website, www.milestonetiles.com, social media, newsletters, press materials and advertising, to present a clear and consistent view of who we are. Our messaging focuses on product quality, environmental responsibility, design, and the positive impact we aim to create.

All communications are based on accurate, verifiable information and written in clear, easy-to-understand language. Environmental and social claims are supported by data, defined goals and measurable results, as outlined in the annual Sustainability Statement.

We aim to create open, meaningful dialogue with customers, partners, employees, communities and other stakeholders, with a focus on respect, inclusion and participation.

Our communications use language and imagery that reflect and respect differences in gender, culture, and experience, avoiding stereotypes and discrimination, and aims to be understandable and accessible to all stakeholders and understandable for all audiences. They are made available in the prevalent language and accessible formats relevant to the stakeholders and all audiences in the areas where Florim USA operates.

We actively monitor marketing and public relations activities to ensure they are responsible, transparent, and aligned with our values. This includes evaluating potential risks related to overconsumption and promoting more sustainable consumer behavior in our messaging. We take care to protect vulnerable audiences, including children, by avoiding inappropriate targeting or content. Consumer data is handled with strict safeguards, including clear consent, secure collection and retention practices, and careful oversight of any third-party data handling. We prohibit manipulative or deceptive practices, such as undisclosed paid endorsements, fake accounts, or artificial amplification of content. In addition, we require all third-party advertisers and partners to adhere to a defined code of conduct that reflects these standards, and we monitor compliance to maintain accountability across all channels.

Partnerships, participation in public initiatives, events, and cultural collaborations are selected based on responsibility, shared values and transparency. These efforts reflect Florim USA's commitment to sustainability and creating meaningful, positive impact.

All communications are tied to the company's actual activities and impacts. Environmental and social statements are accurate, relevant, and proportional to what Florim USA has truly achieved.

Florim USA is committed to honest, responsible communication—sharing not only successes, but also challenges and any negative impacts from its operations—to ensure balanced and transparent reporting.

The company supports ongoing training for employees involved in communication and marketing to ensure alignment with company values, regulatory requirements, and quality standards.

This policy applies to all communication and marketing activities and guides how messages are created, shared, and reviewed, especially those related to social and environmental topics, cultural values, and responsible brand representation.

This policy is shared with all employees and is available for both internal and external reference.

Florim USA's leadership has formally approved this policy and is responsible for ensuring it is followed across all communication and marketing activities.

All employees involved in preparing communication or marketing materials are expected to review and follow this policy as part of their work. Before any materials are published or distributed, they must be submitted for review. The CEO and President holds overall accountability for compliance with this policy across all marketing and PR activities, with day-to-day implementation overseen by the Corporate Communications Manager.

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