



**ATRenew Inc.**

**Responsible Marketing Policy**

ATRenew Inc. (hereinafter referred to as “ATRenew”, the “Company” or “We”) is committed to operating and managing its business sustainably. When promoting and marketing the Company's products and services, we comply with national laws and regulations and international standards. We protect consumers' right to know through effective internal control, training, and supervision while providing consumers with safe and high-quality products and services.

This policy applies to the Company's full-time and part-time employees, casual workers, and its subsidiaries and business partners such as agents and retailers.

## **1. Responsible Marketing Principles**

### **1) Product Information Transparency**

**Commitment:** We are committed to enhancing the transparency of pre-owned product information and ensuring consumers' right to know. We promise to adhere to the principles of 'legitimate source, accurate description, quality assurance, and clear notification,' guaranteeing that our platform fully conveys product information to consumers throughout the entire process from recycling and quality inspection to sales. Additionally, we ensure compliance with regulations regarding after-sales support, promotional expressions, and other relevant aspects.

#### **Measures:**

- i. We provide publicly available quality inspection reports and detailed information about pre-owned products, including the model, configuration, appearance, battery condition, motherboard, functionality, usage period, purchase channel, etc., to ensure that consumers can fully understand the actual condition of the pre-owned product before purchasing.
- ii. We provide clear and authentic product images to showcase the actual appearance and condition of the pre-owned products. We avoid using overly embellished or blurry pictures to ensure that consumers can accurately understand the appearance of the products.
- iii. We clearly disclose product defects to protect consumers' right to know. For example, if there are minor scratches or a decrease in battery capacity on a pre-owned mobile phone, it should be clearly stated in the product details page.
- iv. We have established a comprehensive after-sales and quality assurance mechanism to ensure the quality of pre-owned products. Consumers enjoy a 1-year warranty and a 7-day free return policy when purchasing products on Paipai Marketplace.
- v. We provide privacy erasure services to ensure the security of consumers' data and information. During offline recycling, we perform face-to-face privacy erasure for consumers. Additionally, the pre-owned devices undergo quality inspection and grading at our operations centers, followed by thorough privacy cleansing. Afterwards, we will send consumers a privacy erasure report.

- vi. We provide a platform for consumers to evaluate and give feedback, allowing consumers who have purchased products on our platform to share their experiences and assist others in making more informed purchasing decisions.
- vii. We provide customer service support for both online and offline channels, enabling consumers to inquire about product-related matters.

## **2) Marketing in compliance with the laws and regulations**

**Commitment:** We are committed to ensuring that our marketing content and methods comply with relevant laws, regulations, and industry standards, including but not limited to the Advertising Law of the People's Republic of China and the Interim Measures for the Administration of Internet Advertising.

**Measures:**

- i. The Company has established copywriting communication and release and sales systems, including the Copywriting Communication and Release Regulation, which stipulates the principles and prohibitive provisions to be followed in copywriting, communication and release, including no exaggerated publicity, false publicity, or induced consumption.
- ii. The Company has established a responsible marketing material review and supervision procedure. All marketing materials must be approved by the Company's authorized management personnel.
- iii. The Company regularly inspects agents and stores to verify whether their marketing activities comply with laws and regulations and the Company's relevant policies and systems.

## **2. Training**

**Commitment:** We are committed to carrying out regular training programs, constantly reinforcing employees' awareness of responsible marketing, ensuring that employees firmly abide by laws and regulations and the Company's policies and systems at work, raising risk prevention awareness, and practicing corporate social responsibility.

**Measures:**

- i. We provide all employees with training on responsible marketing in various forms, such as online courses, regular department meetings, and information pushes on the internal work platform.
- ii. We organize special training in various forms for all marketing personnel (including but not limited to the ongoing training on the Business Compliance Guidelines for all employees, the onboarding training program, and online/offline special training sessions) and timely share the latest laws, regulations, and routine cases, to improve employees' risk prevention capabilities.

## **3. Implementation and Supervision**

ATRenew will evaluate or revise the Policy periodically or as necessary to ensure its

relevance and effectiveness. The Policy took effect after being approved by the Company's board of directors on March 11, 2024.

The senior executives of the Company are responsible for the commitments listed in the Policy. The board of directors oversees the Policy and the Company's environmental performance.