

MARKETING CODE



At Cronos, we believe that those below the legal age of consumption should not be targeted with advertising for adult-use products. We recognize there is a clear need for standards. That's why we proactively created our own.

This Code represents more than words on a page. From our leadership team to the teams staffing marketing events, we expect all individuals to understand and follow these principles. We conduct training and use protocols necessary to uphold these commitments.

We are proud to share this Marketing Code as a resource for the industry and policymakers. We hope that others within the industry will embrace similar commitments. Together, we will help elevate industry practices.

Sincerely,



Mike Gorenstein

Chairman, President and Chief Executive Officer

Cronos



PRINCIPLES

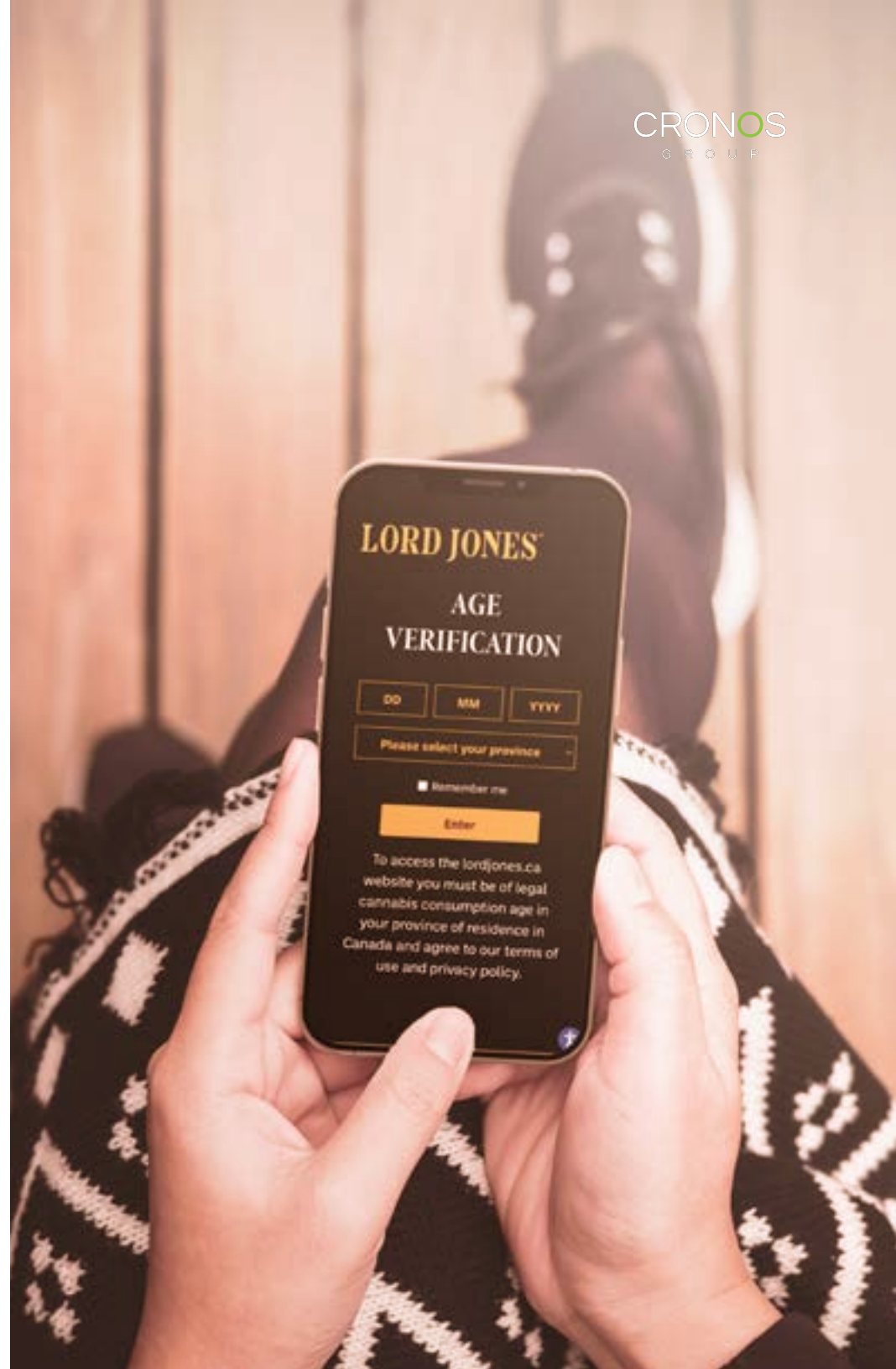
The principles in this Code apply to all marketing activities of all Cronos brands globally and we communicate these principles to all business partners in any work they do on our behalf.

- Our marketing is intended to provide information about our products to adult consumers.
- We define adults as those of the legal age of consumption in the relevant jurisdiction.
- We believe those below the legal age of consumption should not be targeted with marketing featuring adult-use products.
- We defer to medical practitioners when it comes to who should be prescribed medicinal products.
- We encourage responsible consumption of our products.
- We believe in leading responsibly including through our advertising, imagery, websites, social media, and marketing events.
 - ▶ Our advertising will be targeted to adults.
 - ▶ We will highlight responsible consumption and people depicted in any imagery will be adults.
 - ▶ Our brand websites and social media will be designed for adults.
 - ▶ Our marketing events will be targeted to adults and will promote responsible consumption.
 - ▶ We will provide our customers with facts and substantiate our claims.

ADVERTISING

Our advertising will be targeted to adults.

- We will advertise in outlets and channels that we reasonably believe have audiences that are primarily composed of adults.
- We will take all reasonable steps to avoid proximity of outdoor advertising to elementary and secondary schools, public playgrounds, and places of worship, except on licensed premises.



IMAGERY

We will highlight responsible consumption and people depicted in any imagery will be adults.

- People depicted in our marketing will be at least 25 years old.
- Our marketing will respect those who choose not to consume our products.
- Our imagery will not promote irresponsible consumption and will instead encourage responsible behavior.
- Our imagery will only display consumption in safe circumstances and will not promote driving or operating machinery while under the influence of our products, or other similar activities or situations.

DIGITAL

Our brand websites and social media will be designed for adults.

- Our brand websites will require age-affirmation.
- Our social media handles and content will promote responsible consumption.
- We will require social media influencers that we a material relationship with Cronos to (i) be at least 25 years old; (ii) have social media audiences that we reasonably believe are primarily composed of adults; and (iii) make appropriate disclosures.



PACKAGING

All our packaging will be child resistant. We encourage parents to store our products securely in their homes, out of sight and reach of children.

- All our packaging will be child-resistant, with cannabinoids, ingredients and potency levels clearly labeled for full transparency.
- Parents can find tips about home storage [here](#).



EVENTS + BRANDED MERCHANDISE

Our marketing events will be targeted to adults and will promote responsible cannabis consumption.

- All marketing events associated with Cronos, including virtual marketing events, will be for adults.
- Cronos brand representatives must be of the legal age of consumption, and they must be appropriately trained on this Code and Cronos' marketing standards.
- Responsible consumption will be at the center of all events operated or sponsored by Cronos.
- Cronos' branded merchandise will not include imagery, symbols, celebrities, characters or the like that are designed to appeal primarily to people under the legal age of consumption.



CLAIMS

We will provide our customers with facts and substantiate our claims.

- We won't make health, disease, or therapeutic claims about our products without the requisite regulatory authorization and data.
- For our medicinal products, we will rely on information substantiated by competent and reliable scientific evidence that meets authoritative body standards.

