

## Brunswick's Responsible Marketing Commitment

Marketing and advertising are an essential element of building Brunswick Corporation's image, as well as its many brands, while also highlighting the benefits of our products and services. We also recognize our responsibility to act with integrity in everything we do, which extends to our marketing and advertising efforts. In addition to being the right thing to do, it is important that we also continue to drive the highest levels of trust with our consumers.

To safeguard that consumer trust, we have developed the following core principles to guide our marketing and advertising efforts:

- **We adhere to applicable laws related to advertising.**
- **We are thoughtful, truthful and accurate about the benefits and/or performance of our products and services.**
- **We advertise and market to adult audiences for the product and services offered.**
- **We are respectful of our competitors and do not disseminate misinformation about alternative products or services.**
- **We are committed to diversity, equity, and inclusion and strive to represent the diversity of the markets and communities where we live and work.**
- **We depict safe boating practices and adhere to marine regulations in our advertising and communication materials.**

We commit to our responsible marketing and advertising principles outlined above across the Brunswick enterprise and across the globe, regardless of communication mode, whether on our websites, social media platforms, print or email.

Oversight for the execution of Brunswick's responsible marketing policies and practices is governed by the Chief Marketing Officer, who is a member of our senior management team. We also maintain an internal Brand Leadership Collective comprised of cross-divisional and cross-functional employees who meet regularly to provide oversight of our brand and uphold our responsible marketing principles.

**Exceptions:**

Non-applicable

**Related Documents:**

Brunswick's Integrity Playbook

**Policy Owner and Who to Contact:**

Brunswick's Chief Marketing Officer

**Version History:**

June 2023