

## Responsible Marketing

Yuzhou Group Holdings Company Limited (“Yuzhou Group”, together with its subsidiaries, the “Group” or “we”) has proactively performed its social responsibilities as a corporate citizen with always adhering to the long-standing corporate spirit of “Building Ideal Homes with Painstaking Efforts” and the business philosophy of “Building Cities with Heart, Building Homes with Love”. We abide by all the industrial standards, and always adopt strict and responsible marketing practice and behavior standards, as well as down-to-earth attitudes. To this end, we have formulated relevant rules and standards for marketing promotion, including:

1. All the marketing acts must comply with and abide by relevant national laws, rules and industrial development standards, and strictly implement the detailed rules for management and control released by the Group's Sales Management Center and Brand Management Department.
2. We adopt strict standards for the training of marketing staff to guarantee all the marketing lines are well acquainted with the Group's standards and requirements before work, in order to ensure delicate products are provided for customers with sincerity and integrity.
3. We will constantly conduct venue quality management and control to guarantee sincere marketing acts and realization of commitments, including but not limited to the publicity reports, venue display materials and sales pitch.

### Review

Yuzhou Group will regularly review this policy and update relevant contents when necessary.

In the event of discrepancy between the Chinese and English versions, the Chinese version shall prevail.

Approved on November 27, 2020

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