



Commitment to Responsible Marketing

INTRODUCTION

Building trust with our consumers, customers, and partners is essential to us. We believe this is achieved by making good decisions and ethical choices, following the spirit of our core value of *'We do the right thing'* and our Code of Conduct. This extends to our commitment to responsible marketing and communications. We want to make sure our marketing and labeling comply with all regulations and standards and also help our consumers to make good decisions and support a healthy lifestyle..

SCOPE

The scope of this commitment covers Trident's marketing departments in all markets. It extends to external global agency partners who support the company by providing services to the marketing department and those authorized to officially communicate on behalf of Trident and our brands

OUR PRODUCTS

Trident's mission is to *responsibly share wild Alaska seafood with the world*. Through this commitment to responsible marketing, Trident aims to honor our quality and sustainability heritage as consumer trends change and grow into new segments over time.

Marketing seeks to innovate and adapt products to support healthy lifestyles for example, by further reducing sugar, salt, and (saturated) fat levels to contribute to our consumer's healthy diets. We also strive for full utilization of every fish we catch by offering products such as nutritional supplements, pet and animal care products, fish meal, and more. The ultimate objective is to delight all our customers and consumers with solutions and products that support their long term objectives, whether they are driven by lifestyle, financial or any other needs.

OUR CLAIMS AND LABELING

Our products are clearly and comprehensively labeled. We seek to display accurate information about our products, for example, the nutritional value of products on our packaging, so that consumers can make informed choices. We comply with product labeling laws and regulations in all markets in which we operate and seek to ensure the content of labels provides accessible critical information for consumers.

OUR PACKAGING

The packaging of our products is critical to ensure great taste, freshness, safety, and an attractive consumer and customer experience. But we recognize that some packaging becomes waste and that its lifecycle must be managed to limit the environmental impact. That's why we are working hard to reduce the amount of packaging material without compromising on product quality. Where packaging is absolutely required, we aim to provide responsibly packaged products and optimized end-of-life solutions. The intention of our efforts is clear: to minimize the impact of the packaging we use on our planet.

We focus on 3 areas:

Reduce

Our reduction target created immediate environmental benefits and allows us to make an impact in places where collection and recycling facilities are limited. It also challenges our packaging engineers and marketers to find the most efficient ways of delivering our products to customers and consumers.

Our 2025 target:

- Cut problematic materials to 0%
- Decrease the use of virgin plastics by 10%

Reuse

In addition, we want to address packaging waste and pollution by moving towards packaging that is designed to be recyclable, compostable, or reusable.

Our 2025 target:

- Increase average post-consumer recycled plastic content by 25%

Recycle

To close the loop, we aim to maximize recycled content in our packaging, while ensuring compliance with relevant and applicable local laws and regulations.

Our 2025 target:

- Make 100% of our packaging recyclable

OUR ADVERTISING

Trident is committed to acting responsibly in all our communications, which must be honest, truthful, not misleading, and not condone or encourage harmful, unbalanced, or unhealthy behaviors as covered in our Code of Conduct. We communicate the facts about our products and their ingredients honestly and accurately. We do not make misleading comparisons between our products and those of our competitors.

All of our communications on packaging, in-store and other point of sale materials are directed to adults, with guidelines on the use of premiums and on-pack promotions. We will respect the role of parents and caregivers by not marketing directly to children under 13. We define media that directly targets children under 13 as media in which 30% or more of the audience is composed of children under 13, where this information is possible to obtain. Specifically, this means we will not advertise in all media which directly targets children under 13, including shows, print media, websites, social media, movies, and SMS/email marketing. We will not design our marketing communications in a way that directly appeals to children under 13. Specifically, we will avoid using, in any communications:

- Celebrities, social influencers, or characters whose primary appeal is to children under 13, with the exception of brand equity characters already in use.
- Movie tie-ins related to movies that primarily appeal to children under 13.
- Games, video games, or contests designed to appeal primarily to children under 13.
- Licensed merchandise whose primary appeal is to children under 13.
- Images of our products being consumed by children under 13 without an adult present. We will not feature any children who are, or appear to be, under five.
- Branded sponsorships of sporting and entertainment events which primarily target children under 13.

Trident's approach to marketing is consistent with the [International Chamber of Commerce Marketing & Advertising Code](#) and its Framework for Responsible Food and Beverage Marketing Communication. We support these guiding principles across our marketing communications for all ages.

DIVERSITY, EQUITY, AND INCLUSION

We aim to create a better future in which we authentically serve, reflect and embrace everyone. Diversity, Equity & Inclusion (DE&I) is embedded in our values and in all that we do. This means we do not tolerate discrimination on the basis of race, ethnicity, nationality, religion, age, sex, gender identity, sexual orientation, disability, socio-economic background, or any other area. By living our values, we make sure that we are an organization free of barriers, where each employee takes responsibility for progress on our commitments and where we stand together in our differences.

A diverse, equitable, and inclusive organization enables us to realize our vision – *We make people's lives better*. We believe that broadening the diversity of our people and creating an environment where their unique voices are heard enables us to serve our increasingly diverse consumer base, both now and in the future.

Our marketing communications use a fair representation of people in our talent selection to the greatest extent possible. Our communications encourage human diversity in all forms, and we do not tolerate offending individuals or groups through our marketing and advertising content. We seek to convey a good and fair representation of modern family life and to represent the communities where we live and work.

YOUR PRIVACY

Trident recognizes the importance of protecting privacy and thus personal data. We are committed to managing the collection, sharing, and access to personal data of all stakeholders and to complying with all applicable data privacy laws and regulations. For more information, see our [Privacy Policy](#).