



Airtel Africa plc

# Responsible marketing policy

This document is issued under the authority of the Airtel Africa CEO and has the approval of the Board of directors of Airtel Africa plc. Unauthorised duplication or distribution of this document is strictly prohibited. The owner of this policy shall ensure that it is updated in line with the defined review cycle.





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# Responsible marketing policy

This policy outlines Airtel Africa's commitment to responsible marketing activities, communications and advertising campaigns.

## Scope of the policy

This policy applies to the marketing activities of Airtel Africa plc and its subsidiaries. It includes, but is not limited to, advertising, promotion, communications and branding. It also extends to interaction with customers, partners and other stakeholders and aims to maintain trust and integrity while promoting Airtel Africa's products and services responsibly.

The policy applies to all Group marketing channels, including:

- Television
- Printed materials (newspapers and magazines)
- 'Out of home' (static and digital) advertising
- Radio
- Digital video and static (social organic and paid media)
- 'Below the line' (BTL) and trade advertising
- Retail branding
- Direct mail





# Policy principles

**Compliance with laws and regulations.** Airtel Africa is committed to conducting advertising campaigns and marketing activities in full compliance with the relevant regulations in our 14 markets of operation. Each market has specific advertising regulations to which the Group adheres.

**Transparency.** Airtel Africa is committed to ensuring that offers, pricing and messages are a true reflection of reality and are not ambiguous.

**Approval process.** Before any advertisement or marketing communication campaign is disseminated, each message undergoes a comprehensive review and approval process governed by the delegation of authority matrix (DoA). The comprehensive approval process is defined and tailored to different regions, themes, products and toolkits, as appropriate. This decision-making matrix ensures that all marketing offers to customers include clear and correct pricing as well as detailed and straightforward terms and conditions.

**Respect for our stakeholders.** Marketing campaigns are driven by a commitment to engage with customers, employees, partners and communities in a manner that reflects the Group's appreciation for their perspectives, needs and values.

When designing advertising materials for different geographical markets, we ensure they are respectful of the region's cultural, societal, ethical and environmental norms. We recognise the responsibility to foster mutually beneficial and ethical relationships, ensuring that marketing activities resonate with the diverse interests and concerns of the Group's stakeholders.

**Non-discrimination and ethical attitude.** Airtel Africa will not knowingly create materials that contain statements, suggestions or images offensive to public decency. The Group considers the impact of work on minority segments of the population, including but not limited to such factors as gender, nationality and disability. We refrain from advertising on platforms or media outlets that promote violence, pornography or offensive conduct, according to our commitment to ethical marketing practices. We make sure marketing campaigns and related communication materials are aligned with the company's Code of Conduct.

>> Airtel Africa's Code of Conduct can be found on our website [www.airtel.africa](http://www.airtel.africa)



# Feedback mechanism

We have established various channels to address any concerns about our marketing materials.

- We have established various channels for client feedback and complaints, including call centres, social media and dedicated email addresses in the markets where we operate. Any comments, complaints or feedback concerning the marketing activities of Airtel Africa can be provided in writing to: [responsible.marketing@africa.airtel.com](mailto:responsible.marketing@africa.airtel.com)
- In addition, each local website across our 14 markets has its own customer service channel for customers to raise any complaints, including about the Group’s marketing activities. Feedback can be also provided using our mobile self-help app MyAirtel.

- Stakeholders can also provide feedback, which is analysed by the customer services and marketing teams, to address any concerns related to Airtel Africa’s marketing materials.
- Feedback to the stakeholders is provided through the same channels as listed above.





# Version control

The responsible marketing policy is subject to change based on need or in response to changes in Airtel Africa’s operations, regulations and response to stakeholder requirements. Any changes to this document will be approved by the authorised signatories and communicated to all relevant stakeholders, including employees, customers, vendors and suppliers.

Version	Revisions	Approved by	Date	Policy code
1.0	This is the first standalone responsible marketing policy of Airtel Africa plc.	Board Sustainability Committee.	October 2023	AAL/MKT/PO/066





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