

Responsible marketing and PR policy

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1. Introduction and policy objectives

Veil Energy operates in industrial energy efficiency, cogeneration and smart energy management. We work on technical issues that directly affect consumption, emissions, operating costs and plant continuity. That is why our communication must reflect the same approach we take in the field: **precise, transparent and useful**.

These guidelines define how we approach marketing and public relations when communicating our technological solutions, the results achieved together with our customers, and our role as a partner in the energy transition. The objective is simple: all information shared must be verifiable, measurable, and supported by real data. **If we cannot prove it, we do not communicate it.**

This principle protects stakeholder trust, enhances the quality of our technical work and strengthens Veil Energy's positioning as a company that combines engineering expertise, innovation and responsibility. Credibility is built on facts: our communication is a consistent extension of this.

1.1 Scope of application

The guidelines apply to all external communication activities and any material that may circulate outside the company, including:

- Web and digital content
- Marketing and commercial material (pitches, brochures, presentations, case studies)
- Branding, claims and taglines
- Social media
- Newsletters
- PR and media relations
- Events

2. Principles guiding Marketing and PR

2.1 Accurate, verifiable claims based on solid data

Any statement relating to environmental or social impacts must be formulated in such a way that it can be independently verified. For Veil Energy, a claim is considered valid only when it meets three fundamental criteria:

- **Accurate:** it clearly defines what we are saying, with scope and context.

- **Verifiable:** a third party can check the accuracy of the statement.
- **Substantiated:** there is robust evidence to support it (reliable or scientific data).

Reliable data means replicable evidence, with clear, documented and consistent methodologies over time. It includes, where available, industry benchmarks, independent audits, comparative studies or certified measurements. **Scientific data** refers to studies published in peer-reviewed journals, institutional research or recognised technical standards (ISO, IPCC, IEA, sector guidelines, European regulations).

Structure of claims

Each ESG claim must always be accompanied by a traceable source: an internal report with explicit methods and assumptions, a measurement certified by third parties or an authoritative scientific source. In addition:

- We avoid absolute statements that cannot be proven (“zero impact”, “100% green”, “always”, “in all cases”).
- We do not use superlatives without numerical basis (‘the best’, ‘the most sustainable’) except in contexts governed by clear comparison methods.
- If a benefit depends on specific conditions — such as local energy mix, plant scale, load profile, maintenance status or seasonal variability — these conditions are always stated clearly and comprehensibly.

2.2 Truth, transparency and accountability regarding impacts

Veil Energy communicates only real benefits, without oversimplifying or omitting the complexities of industrial energy management. Transparency is an integral part of how we work and forms the basis of the technical trust that our customers, partners and stakeholders place in us.

When Veil Energy communicates results or progress:

- it specifies the baseline, reference period and scope;
- it indicates the units of measurement and calculation logic (e.g. for avoided emissions or fuel reductions);
- it clearly distinguishes between measured data, estimates and future targets;
- in the presence of uncertainties, it adopts proportionate language (“estimated”, “in the pilot phase”, “dependent on operating conditions”), avoiding turning assumptions into certainties.

2.3 Ethics in sensitive channels and communication practices

Some channels require an additional level of attention because they can amplify ethical risks or affect vulnerable audiences. For Veil Energy, this category includes:

- communications aimed at schools, young people or local communities;
- campaigns on climate and energy issues with a risk of simplification or polarisation;
- the use of influencers, ambassadors or editorial partnerships;
- the collection and use of user, lead and prospect data;
- communications in contexts of operational or reputational crises.

In these cases, Veil Energy applies clear criteria. The company does not use manipulative or deceptive practices and does not promote messages that may encourage irresponsible behaviour or create unrealistic expectations.

In particular:

- practices such as fake reviews, bot amplification, dark patterns, artificial urgency or undeclared endorsements are prohibited;
- inclusivity and accessibility of content is guaranteed — both in language and in digital form (alt-text, subtitles, readability, contrast, usability with screen readers).

2.4 Inclusive, fair and responsible communication

Veil Energy recognises that corporate communication helps shape perceptions, power relations and access to information. For this reason, the company is committed to developing and implementing external communication that respects the principles of Justice, Fairness, Diversity and Inclusion.

In all external communications, Veil Energy:

- uses respectful, non-discriminatory and inclusive language, avoiding stereotypes, generalisations or exclusionary representations;
- pays attention to the balanced representation of people, roles and skills, avoiding reinforcing cultural, gender, age, origin or ability biases;
- adapts content and channels to ensure accessibility and comprehensibility to different audiences, considering linguistic, cultural and technical skill differences;
- avoids messages that may exclude, marginalise or disadvantage groups or communities, even indirectly.

This commitment applies to textual, visual and multimedia content, including websites, presentations, social media, commercial materials, events and media relations.

3. Operational standards for environmental and social claims

As indicated in the ESG [Claims Verification Checklist](#), all content containing ESG claims must pass these essential checks.

4. Lobbying

Veil Energy does not engage in lobbying or political advocacy intended to influence public policy, legislation, or regulation at any level. The company does not make political contributions.

Any engagement related to sustainability, technology, or the energy sector is limited to information sharing or educational activities and does not constitute lobbying. This position is reviewed periodically and will be updated if the company's approach changes.

5. Governance and responsibility

5.1 Roles

- CMO: ensures policy implementation, related updates and the integration of inclusive communication principles into content approval processes and briefings to external suppliers;
- Certified Energy Manager and chartered engineer: validates ESG claims and methodological robustness.
- All employees: are responsible for reporting possible non-compliance.

5.2 Management of errors

If any errors or inaccuracies are found in material published by Veil Energy, the company commits to correcting them promptly and clearly indicating the changes made in the updated material.

Conclusions

This policy defines a shared commitment: to communicate with the same seriousness with which energy solutions are designed. Every external message must reflect the quality of Veil Energy's work, the technical robustness of the data used and the responsibility assumed by the company towards its customers, the community and the environment.

These guidelines are always available to all employees on the Intranet/Drive, in the "L_Policies" area.