



CAROLINA WINE BRANDS

COMUNICACION POLICY

Viña Santa Carolina S.A. considers communication as an essential and unavoidable function within the business strategy. This policy must be consistent with our ethical principles to transmit the company's values and image to our internal and external customers, as well as to our environment.

Accordingly, we are committed to:

- Providing all our employees with open, clear, truthful, and transparent information, so that we can all understand and share a common project for our company.
- Using truthful content in our marketing campaigns, without misleading information, and respecting fair competition in advertising campaigns, promotional actions, and communication strategies.
- Not using abusive or discriminatory messages against individuals or groups.
- Establishing the necessary communication channels to ensure that everyone has the opportunity to participate in the consolidation of our leadership position, among which are:
 - Email.
 - Social Media (Facebook, Twitter, Instagram).
 - Website.



Juan Cristóbal Sepúlveda Matic
Managing Director
Viña Santa Carolina S.A.

July, 2023
Version 02

