



MARKETING, ADVERTISING AND SALES POLICY

At Ayala Land, Inc., we recognize that our marketing, advertising, and sales practices have a significant impact on how our customers, partners, and communities experience our brand and developments. We are committed to upholding the highest standards of integrity, accuracy, and transparency in how we represent our projects and services.

Responsible Marketing and Product Labeling

We ensure that all marketing communications and product/service labels reflect accurate, substantiated, and up-to-date information. Our materials clearly communicate key features, sustainability commitments, and terms of offerings—aligned with applicable consumer protection laws and regulatory frameworks, including those set by the Department of Trade and Industry (DTI) and the Department of Human Settlements and Urban Development (DHSUD). Internal review protocols and compliance mechanisms are strictly adhered to in order to prevent false or misleading claims and to maintain consumer trust.

Ethical Advertising and Sales Conduct

Our marketing and sales activities are anchored in ethical business practices and are guided by a strong sense of accountability. We do not tolerate misrepresentation or omission of material facts. We uphold full disclosure, fair engagement, and compliance with all applicable laws, policies, and industry standards across all business units and subsidiaries.

Training for Responsible Marketing

We invest in regular training and capability-building programs to equip our employees with the knowledge and tools to market responsibly. These initiatives reinforce our standards on truthful representation, customer-centric engagement, and compliance with evolving regulatory requirements.