



TripleHalo LTD Marketing Guidelines for Customers

Version 1.2.

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Introduction

These guidelines are for TripleHalo™ customers wishing to use TripleHalo™ trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their web sites, products, labels, or packaging. TripleHalo™ marketing guidelines are subject to a review of policies. You may review updates to our guidelines at any time via links on our website.

TripleHalo™ marketing department has made clear its expectations that:

The following guidelines/ standards will be observed in both the letter and intent.

Any legal requirement or voluntary undertaking that is more restrictive than the standards will take precedence over the standards and practices of group companies will not be less restrictive than the standards unless required by law.

Group companies will take reasonable and appropriate measures to prevent TripleHalo™ product names, trademarks or logos from being used by third parties in a manner that violates these standards.

PLEASE NOTE: These guidelines fall under the copyright law and must be adhered to. Any work carried out by a contractor must meet the guidelines laid down in this manual. This will ensure that the corporate image of the company is effective and its integrity is protected.

Please visit www.triplehalo.com/download to ensure you are adhering to the latest version of the guidelines.



1. Guidelines for Use of TripleHalo Trademarks and Copyrights

Authorized Use of TripleHalo Trademarks

1.1. Advertising, Promotional, and Sales Materials: Only TripleHalo and its authorized partners may use the TripleHalo Logo in advertising, promotional, and sales materials. TripleHalo authorized partners may use the TripleHalo Logo only as specified in this document and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with TripleHalo. For example, premium partner or standard partner.

Unauthorized Use of TripleHalo Trademarks

1.2. Company, Product, or Service Name: You may not use or register, in whole or in part, TripleHalo, Halooka, Halooka Experience, Halo+, Kuba, or any other TripleHalo trademark, including TripleHalo-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines.

1.3. TripleHalo Logo and TripleHalo -owned Graphic Symbols: You may not use the TripleHalo Logo or any other TripleHalo -owned graphic symbol, logo, or icon on or in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from TripleHalo, such as an Exclusivity contract or a Partner contract.

1.4. Variations, Takeoffs or Abbreviations: Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of a TripleHalo trademark for any purpose.

1.5. Disparaging Manner: You may not use a TripleHalo trademark or any other TripleHalo -owned graphic symbol, logo, or icon in a disparaging manner.

1.6. Endorsement or Sponsorship: You may not use TripleHalo or any other TripleHalo trademark, including TripleHalo -owned graphic symbols/logos, or icons, in a manner that would imply TripleHalo's affiliation with or endorsement, sponsorship, or support of a third party product or service.

1.7. Merchandise Items: You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing TripleHalo, Halooka, Halooka Experience, Halo+, Kuba or any other TripleHalo trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from TripleHalo.



1.8. TripleHalo's Trade Dress: You may not imitate the distinctive TripleHalo packaging, web site design, logos, or typefaces.

1.9. Slogans and Taglines: You may not use or imitate a TripleHalo slogan or tagline.

For example: "Smoking... Redefined"

1.10. Domain Names: You may not use an identical or virtually identical TripleHalo trademark as a second level domain name.

2. Guidelines for Use of Marketing Materials

- 2.1. All announcements, press releases, advertisements, leaflets and other marketing materials for home and overseas markets are subject to final approval from the TripleHalo™ marketing department prior to release. This applies to material in print and on-line.
- 2.2. If the material is to be published in a language other than English, then we will require an English translation.
- 2.3. Our primary objective is to ensure that published information is accurate and that the offer marketed clearly reflects the delivery arrangements, our role and that of our partners.
- 2.4. TripleHalo™ will provide partners with exact links for relevant media and partner sites. No unapproved information can be used.
- 2.5. All marketing materials should carry the corporate logo and logos for partnership or service activity should not be more prominent than the corporate logo.
- 2.6. Any materials received from TripleHalo™ must not be edited or any content deleted unless approved by TripleHalo™.
- 2.7. All work with external agencies/designers including pictures, art work, graphics, logos etc., belongs solely to TripleHalo™.
- 2.8. Publications should include photography and illustrations to suit the audience. Always use watermarked copies.
- 2.9. For press use, photographs will be watermarked in a specific way. For press releases and publications, please send a request to the PMO, who will provide you with the appropriate format.
- 2.10. All advertising is to be appropriate for the context and market within which it occurs, and is at all times to be acceptable according to local social convention.



- 2.11.** TripleHalo™ must not be associated or promoted in any area that may reduce or damage the value or brand image of TripleHalo™.
- 2.12.** No advertising is to be aimed specifically at youths i.e. anyone under the age of 18 years old.
- 2.13.** Reasonable measures are to be taken to ensure that samples offered are not in view of youths and therefore must be conducted in a segregated area.
- 2.14.** If sales of TripleHalo™ products are conducted over the internet, telephone or any other non-direct means, the seller is to take reasonable measures to confirm that the purchaser is of reasonable age before confirming the sale.
- 2.15.** No advertising is to be placed in a public cinema unless the film being screened is classified for adult audience only or, where there is no audience classification system, there is a reasonable basis to believe that access to the screening of the film is limited to adults only.
- 2.16.** Before any claim in advertising relating to the performance or functional attributes of any TripleHalo™ product is made, it is to have been substantiated by appropriate scientific, technical or consumer research.
- 2.17.** Neither TripleHalo™ nor their partners can make public or general statements about the quality of a partner, other than that they/we have met all the quality requirements and standards required (as part of signing a document and completing a validation event).
- 2.18.** Any TripleHalo™ product/ cartridges are only to be sold in packages containing no more than 24 grams of nicotine.
- 2.19.** During sample distribution and consumer trial TripleHalo™ e-halers do not exceed the maximum daily allowance of Nicotine of 13- 19 grams per individual consumer per day.
- 2.20.** If a celebrity or group of celebrities is invited to attend a promotional activity, that person or group is not to be bigger attraction than the activity itself.
- 2.21.** Any consumer representative engaged by or on behalf of TripleHalo™ in direct consumer contact relating to TripleHalo™ products and services is to dress in a manner appropriate to the specific venue and in line with locally acceptable standards of common decency.
- 2.22.** Any existing contract for out of home/point of sale advertising by or on behalf of a group company which does not meet the following provisions as at the date on which these standards are implemented by that group company may run its full term. But it is not to be renewed or extended unless it provides that, on renewal or extension subsequent advertising under the contract will meet these provisions.



2.23. Celebrity marketing must be dealt with by TripleHalo™ directly. Any celebrity contact made through partners must go through TripleHalo™ prior to publicity of any kind.

3. Breach

The Copyright law gives TripleHalo™ the rights to control the ways in which their products and services are used. Any failure in adherence with the guidelines described above will result in determination of contract and legal action.

Contact Information

For further information please contact:

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