



Severn Group

Marketing Policy Statement

AUGUST 2025

We value the sense of belonging and family spirit across our operations. Everyone at Severn Group contributes to our success – we are incentivised and empowered to positively impact business achievements, environmental sustainability and high performance in safety.

Introduction

At Severn Group, we are committed to creating a strong and impactful presence in the market through our targeted marketing strategy. Our Marketing Policy is designed to guide our actions and ensure that we consistently deliver value to our customers while upholding our core values and brand identity.

This Policy Statement outlines our approach to marketing and provides a framework for all marketing activities within the organisation.

Who does this Policy apply to?

This Policy applies to all employees, officers, consultants, self-employed contractors, workers, volunteers and interns of Severn Group.

Our Policy principles

Customer Focus: Our marketing efforts will always prioritise the needs, preferences, and satisfaction of our customers. We will strive to understand their unique requirements, anticipate their expectations, and deliver exceptional experiences that exceed their demands.

Brand Integrity: We will uphold the integrity and reputation of the Severn Group brand in all our marketing endeavours. Our communications will consistently reflect our brand values, mission, and vision. We will maintain a cohesive brand identity across all channels and ensure that our messaging aligns with our core principles.

Ethical Standards: We will conduct all marketing activities with the highest level of integrity and adhere to ethical standards. We will comply with all applicable laws and regulations governing marketing practices, including data privacy and consumer protection laws. Transparency, honesty, and respect for customer privacy will be paramount in all our marketing initiatives.

Innovation and Creativity: We will foster a culture of innovation and creativity in our marketing strategies. We will continuously seek new and effective ways to reach our target audience, leveraging emerging technologies, data-driven insights, and market trends. We will encourage experimentation and embrace new ideas to stay ahead in a rapidly evolving marketplace.

Collaboration and Integration: We recognise that marketing is a collaborative effort that requires coordination across different functions and departments. We will foster strong partnerships and open communication channels within the organisation to ensure that marketing initiatives are aligned with overall business goals. We will integrate marketing efforts with sales, product development, and customer service to provide a seamless and consistent experience to our customers.

Continuous Improvement: We are committed to continuously improving our marketing strategies and tactics. We will monitor and analyse the performance of our marketing activities, leveraging data and feedback to make informed decisions and optimise our efforts. We will stay abreast of industry trends, best practices, and customer insights to refine our marketing approach and achieve better results.

Social and Environmental Responsibility: We will incorporate social and environmental responsibility into our marketing activities. We will strive to minimise our ecological footprint, support sustainable practices, and promote positive social impact. We will engage in cause-related marketing initiatives and support community development, fostering a sense of shared responsibility.

Guidelines on using appropriate marketing channels

Channel Selection: We will select marketing channels based on data-driven insights and audience preferences, ensuring optimal reach and engagement.

Appropriate Use: All channels used, including digital, print, and event-based marketing, will reflect our brand integrity and messaging.

Consistency Across Platforms: We will maintain uniformity in our messaging, visuals, and tone across all channels to strengthen brand recognition.

Compliance: The use of marketing channels will comply with all applicable laws, regulations, and ethical standards, including respecting platform-specific guidelines.

Commitment to Fair Pricing

Severn Group is committed to fair and transparent pricing as part of our ethical marketing practices:

Transparent Communication: Pricing information will be communicated clearly to avoid misleading customers.

Value Assurance: We will ensure that our pricing reflects the value, quality, and reliability of our offerings.

Regular Review: Pricing strategies will be regularly reviewed to align with market trends, customer expectations, and ethical considerations.

Messaging Concerning Product Risks

As part of our commitment to ethical standards and transparency, we will ensure all marketing communications responsibly address potential product risks:

Disclosure of Risks: All marketing collateral will highlight any risks associated with our products, ensuring customers make informed decisions.

Language and Tone: Messaging about risks will use clear, simple, and direct language without causing undue alarm or confusion.

Regulatory Compliance: We will adhere to all industry and legal requirements related to risk disclosure in marketing.

Proactive Engagement: We will educate our customers on safe usage and provide guidance to mitigate any identified risks.

Agreement to follow this Policy

By adhering to this Marketing Policy, Severn Group aims to build a strong brand, establish long-lasting customer relationships, and drive sustainable growth. This Policy Statement will serve as a guiding principle for all marketing decisions and actions within our organisation, ensuring that our marketing efforts align with our overall business objectives and contribute to the success of Severn Group.

This Policy is fully supported by The Executive Committee. This Policy is non-contractual and may be amended at any time. This Policy should be read in conjunction with the Code of Conduct, the Equality, Diversity & Inclusion Policy and the Employee Data Protection Policy. All Severn Group Policies can be accessed on the Group Policy Hub.



At Severn Group, our business success flows from expertise – from technical knowledge and experience that position us as a leader in our field. Not everything, however, can be engineered. The Values which underpin that success stem instinctively from the culture we seek to sustain. Everything we do is tested against our Values, and our people are encouraged to apply them every day: they are the stewards of our brand, our reputation, our heritage, our ambitions.



Customer



Integrity



Excellence



Accountability