



FIVE HOLDINGS

Development / Hospitality

RESPONSIBLE MARKETING

FIVE believes responsible marketing is increasingly vital for our brand outlook to retain customers, increase lifetime value, and create unforgettable brand recognition. Customer-centric marketing has been a theme of FIVE's marketing strategy for several years.

At FIVE we follow an approach that ensures we are not only meeting customers' needs but also having a positive impact on them and the community we are part of.

FIVE commits to responsible marketing in everything we do, brand building, innovation, communication, interactions with our consumers and customers, we commit to behaving in a responsible way, being authentic and transparent, improving well-being for the People and caring for our planet.

 **FIVE Responsible Marketing Policy.Pdf**

