

Ethical Marketing, Advertising and Sales Policy

Introduction

NIU Technologies (together with its subsidiaries and consolidated affiliated entities, "NIU", "We" or the "Company") is committed to ethical, fair and responsible marketing, advertising and sales practices. We will communicate in a manner that supports informed customer choices, protects trust in our products and brand, and respects applicable laws and stakeholder rights.

Scope

This Policy applies group-wide to NIU employees and to agencies, dealers, distributors, influencers, contractors, consultants and other partners acting for or on behalf of NIU in marketing, advertising, promotion and sales activities across all communication channels.

Core Principles

- **Accurate and Balanced Product Information:** NIU will provide accurate, balanced, clear and substantiated information about the features, performance, safety, price, availability, limitations and appropriate use of our products and services. We will not intentionally omit material information where the omission could mislead customers.
- **Responsible Social and Environmental Claims:** NIU will reject exaggerated, vague or unsubstantiated claims concerning the social or environmental impacts of our products, services or operations. Environmental and social claims will be appropriately qualified, supported by relevant evidence and presented in a manner that does not overstate a limited improvement as a broader sustainability benefit.
- **Protection of Vulnerable Market Segments:** NIU will take particular care when communications may reach vulnerable market segments, including children and persons with limited financial, market, media or product literacy. We will avoid practices that exploit limited knowledge, inexperience, dependency or other vulnerabilities.
- **Fair Treatment of Competitors:** NIU will abstain from false, misleading or unsubstantiated statements about competitors, their work or their products and services. Comparative claims will be objective, supportable and presented fairly.

Review and Update

The policy has been approved by the management and will be reviewed and updated regularly to reflect changes in regulations, industry best practices, and the evolving needs of NIU.