

Vipshop's Undertakings in Accountable Sales and Marketing

Vipshop is committed to conducting business in compliance with applicable laws and regulations and in line with responsible business ethics and sustainable development, so as to ensure that the substances of our sales and marketing activities are legitimate, honest, and authentic. In view of this, we hereby commit to the following undertakings:

- Comply with relevant laws and regulations applicable to sales and marketing practice, and stay compliant with the compulsory national standards and industry standards;
- Respect and protect the privacy and data security of users;
- Describe and advertise products based on reasonable facts and provide users with necessary information in an accurate and truthful manner to help them understand the products and services that they purchase. Reject exaggerated claims about the social and environmental impacts of our work;
- Respect consumers' freedom of choice and their discretion to make purchases based on their own demands. Abstain from disinforming customers on competitors' work/product;
- Make efforts to provide more environmentally and socially friendly products and services, including, but not limited to, giving priority to raw materials or business models that are conducive to sustainable development in the course of product packaging, logistics transportation, and recycling, and to promote sales of agricultural and intangible cultural heritage products, among others, to revitalize the development of rural areas; and
- Explore and carry out consumer education activities proactively to enhance consumers' abilities to compare and evaluate products and services, improve their awareness of the impact of their purchases to social well-being and the environment, and guide them to fulfill responsible consumption.
- Protect vulnerable market segments (i.e. children, market illiterates etc.).

We encourage our business partners and other relevant parties to abide by the above-mentioned undertakings, to practice accountable sales and marketing with us, and to jointly build an ecosystem of fair, assured, and responsible consumption.