

HOOKER[®] FURNISHINGS

Ethical Marketing *Policy*

Introduction

As a purpose driven brand, ethics sit at the heart of our business and should be reflected in everything we do – including our marketing.

Ethical marketing practices focus not only on how our products benefit our customers, but also how our business is striving to do the right thing for our employees, customers, and communities we serve.

We are a brand with a powerful message that aims to market that message to our customers in a way that holds true to our values. The marketing function has a key responsibility to make this happen the right way.

Purpose

This ethical marketing policy (the ‘Policy’) lays out Hooker Furnishings Corporation’s position on marketing practices and efforts going beyond compliance to ensure honesty, fairness and responsibility in our ways of working. This policy applies to all marketing employees at Hooker Furnishings Corporation.

Principles

Legally Compliant:

1. All marketing communication must be legal, decent, honest, and truthful.
2. Marketing will honor and respect the company’s purpose and passion for its customers.
3. Our representation will adhere to the company’s values and principles that will convey quality, design and elegance of the brand with transparency and not exaggeration.

Customer Data Privacy:

1. Marketing will adhere to strict customer protection protocol to safeguard data with respect to customer information.
2. Marketing will have clear communication about the use of customer data, with easy options for customers to optout of data collection or sharing.

Diversity:

1. We will embody diversity and inclusion and will embrace empathy and awareness to be considerate of culture and demographics.
2. We will commit to diversity and inclusion in all marketing campaigns, ensuring representation across age, gender, race and ability.

Social Responsibility:

1. We will align with the spirit of the company's social responsibilities and causes and will relay our obligation to our communities, our employees and our families.
2. We will accurately report and promote our sustainable practices.

Training:

1. We will be stewards of the law, both regionally and nationally, and will seek to achieve compliance through training and research.

Review & Reporting:

1. Our marketing initiatives will embrace the guidelines and intent outlined in our marketing ethical policy through organization structures, reviews and discussion.
2. We will conduct internal policy audits which will instill accountability to the marketing department.