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Kia Fair Competition Policy

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1. Preamble

A. Purpose

This Fair Competition Policy is enacted in order for Kia to compete honestly and with integrity in the market and fairly with other parties in the contract relationship. Based on this policy, Kia will establish a fair competition order and a transparent culture of business. It will fulfill its corporate social responsibility for fair trade in good faith.

B. Basic Principles

Kia prohibits unfair trade, collusion, and unfair competition with competitors. Based on this policy, we strive our best to establish a fair competition order.

2. Declaration

A. Prohibition of Unfair Trade

Kia does not engage in behaviors that may impede fair competition through unfair trading, such as abusing its dominant position in the market or superior bargaining position.

B. Prohibition of Collusion

Kia does not agree to engage in activities that unfairly restrict competition with other businesses regarding the price, supply, trading area, and trading conditions of goods or services. We also do not interfere with or restrict the business activities of other businesses or substantially limit competition by sending and receiving information such as prices and supplies.

C. Prohibition of Unfair Competition

Kia does not acquire information in an unjust way from competitors or other organizations and does not use or disclose information obtained unjustly by the Company or third parties.

D. Prohibition of Intellectual Property Rights Infringement

Kia does not infringe the intellectual property rights of other companies or individuals.

E. Prohibition of Unfair Customer Enticement

Kia does not entice competitors' customers by providing benefits that are contrary to normal trading practices.

3. Management

A. Governance

① Responsibilities

Kia strives to adopt and implement a fair trading culture with the active support of chief executives. Through an in-house Self-Compliance Council chaired by a self-compliance officer appointed by the highest decision-making body, we prevent violations of the law in advance. The internal supervision and inspection results and operating performance are regularly reported to the Board of Directors.

② Implementation

Kia prevents violations of the law through the advance consultation system in initiating fair trade-related businesses of frontline departments. In addition, using their own self-compliance checklist, frontline departments conduct self and on-site inspections of each sector regularly and frequently. The self-compliance manager reports the outcome of internal inspections to the chief executives and examines improvements. Moreover, Kia operates an in-house “fair trade self-compliance website” to continuously revise and supplement the fair trade regulations and guidelines and registers the business standards of the Company.

B. Management Channels

Kia operates a channel that collects inquiries from employees and other organizations (individuals) related to fair trade practices of competitors arising from the course of business operations.

Management channels in charge

- Department: Transparent Management Support Team
- E-mail: freepia@kia.com, hongjoo.lee@kia.com
- Phone: 02-3464-5478, 02-3464-5391
- Address: 19F, West Building, 12, Heolleung-ro, Seocho-gu, Seoul

C. Training and Dissemination

① Training

Kia continues to provide fair trade training for its employees, including sector-specific training. The main audience consists of the departments and their employees related to fair trade. The most relevant departments also conduct their own training sessions by designating “Fair Trade Day” once a month. Kia also offers various fair trade-related training, such as training for new employees and guest seminars with fair trade experts.

② Information Disclosure

Kia discloses its fair trade policy on its website, sustainability reports, and other channels. Relevant information shall be disclosed through channels that are easy to access and clearly understood by stakeholders, including employees.