

Code of Ethics for Advertising

Our Code of Business Conduct reflects the values that sit at the heart of Liberty Global and embodies our commitment to conduct business with honesty and integrity, in accordance with high ethical and legal standards, and with respect for each other and everyone with whom we do business.

The Code of Business Conduct is extended through our Code of Ethics for Advertising to include the way in which we approach all our advertising and marketing communications.

We adhere to the principles of the International Chamber of Commerce's Code of Advertising and Marketing prescribing that all marketing communications should be legal, decent, honest and truthful.

In all of our advertising activities and contact with customers, we aim to meet the very highest standards in truthfulness and honesty. We seek to substantiate all claims before they are aired or published and we do not make or endorse any communication that misrepresents the characteristics of any product or service or omits facts that could mislead our customers.

We are committed to ensuring that our advertising activities are decent and responsible and we make every effort to ensure the images and language used does not go beyond what the vast majority of people consider acceptable. Nothing we do is intended to encourage prejudice, violence, cruelty, or to cause offense or distress.

Additional care is taken in all advertising and marketing communications to be sensitive to children and vulnerable groups. We always seek to avoid any activity that could take advantage of their inexperience or cause them any distress.

We work to ensure that the principles underpinning our Code of Business Conduct are fully embraced by all directors, officers and employees of each company within our Liberty Global group and that any comment from our stakeholders, referring to the way we advertise or communicate, receives a swift and helpful response.

