HP Supplies Sustainable Impact Messaging – Drawer Statements have been verbally approved

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Contact: Courtney Valero courtney.valero@hp.com

How to use this messaging

Use the following messages and proof points to help you communicate the HP supplies environmental story. Content must be used verbatim in customer-facing deliverables. Please adhere to the following guidelines:

- This copy has been through rigorous review. However, it must still be reviewed and approved in context by legal counsel before use.
- You **must** use the footnotes with the attached message
- The headline is never used alone; support it with the tag line message or footnote
- If you have any questions about how/where to use this messaging please reach out

HP Supplies Sustainable Impact Messaging

Main Message	Tag line message	Footnotes
Partner with HP to promote a circular economy	When you return your used HP Original Ink and Toner cartridges through HP Planet Partners, you become part of a more circular economy and help keep plastics out of landfills[1]	[1] All materials received for the Planet Partners program are treated in accordance with applicable regulations. The primary disposal method includes upcycling into new Original HP Ink and Toner cartridges where feasible, followed by donation of material for social upcycling projects, material sold to markets, and energy recovery. Program availability varies, see www.hp.com/hprecycle. For recycling data see EPEAT Required Disclosure

HP Planet Partners Recycling WW Milestone achievement of 1 Billion cartridges recycled in 2022

Main Message	Tag line message	Footnotes
Customers have recycled more than 1 Billion Original HP Ink and Toner cartridges with HP Planet Partners[1]	Add one of the following: Join us to recycle more at www.hp.com/hprecycle Go to www.hp.com/hprecycle to learn how to recycle more Learn more at www.hp.com/hprecycle	[1] Program availability varies, see www.hp.com/hprecycle
More than ONE BILLION print cartridges have been returned to HP Planet Partners recycling program as of December 31, 2022[1]		[1] Program availability varies, see www.hp.com/hprecycle
A billion print cartridges recycled and counting! [1]	Learn more at www.hp.com/hprecycle	[1] Program availability varies, see www.hp.com/hprecycle
With HP Planet Partners, over one billion Original HP print cartridges have been recycled and kept out of landfills [1]	Learn more at www.hp.com/hprecycle	[1] Program availability varies, see www.hp.com/hprecycle. For recycling data see EPEAT Required Disclosure
Together we've achieved the recycling of 1 Billion print cartridges through HP Planet Partners. [1]	Join us to recycle more at www.hp.com/hprecycle	[1] Program availability varies, see www.hp.com/hprecycle

HP Planet Partners Recycling WW – Overall messaging

Main Message	Tag line message	Footnotes
Free recycling through HP Planet Partners[1]	Original HP cartridges returned through HP Planet Partners are never sent to a landfill. [2]	[1] Program availability varies, see www.hp.com/hprecycle. [2] For recycling data see EPEAT Required Disclosure
HP helps you recycle your Original HP print cartridges—it's easy and free with the HP Planet Partners program, available in more than 60 countries and territories around the world.[1]		[1] Program availability varies, see www.hp.com/hprecycle.
HP helps you recycle your Original HP cartridges—it's easy and free with the HP Planet Partners program, available in 90% of the market where HP cartridges are sold.[1]		[1] Program availability varies, see www.hp.com/hprecycle.
Track and report your recycling efforts - request return labels, boxes, envelopes, or schedule a pallet pickup through your HP Planet Partners account[1]	By creating an HP Planet Partners account, individuals and businesses are able to track and report on their recycling efforts	[1] Program availability varies, see hp.com/hprecycle
Customers can return their used HP cartridges to HP Planet Partners through about 18,700 free drop-off locations around the world[1]		[1] Program availability varies, see www.hp.com/hprecycle.
HP Planet Partners has the most comprehensive supplies recycling program in the industry[1]	HP Planet Partners is: • An industry leading OEM printer supply recycling program[1] • One of the top OEM printer supply recycling programs in the industry[1] • Among the leading OEM printer supplies recycling industry programs[1]	[1]Based on published data of number of countries available in, annual tonnes collected, annual units collected, supplies containing OBP, methods to return, and disposal policies compared to other industry brand programs researched. OpenBrand report December 2024.

Main Message	Tag line message	Footnotes
		See OpenBrand Competitive Recycling Analysis. Program availability varies, see www.hp.com/hprecycle

Recycled Content Messaging – Ink and Toner

Main Message	Tag line message	Footnotes
88% of Original HP Ink cartridges contain recycled content.[1]	88% of Original HP Ink Cartridges contain between 3-75% post-consumer recycled content. Does not include ink bottles or other products not listed. See hp.com/InkRecycledContent for list.	88% of Original HP Ink Cartridges contain between 3-75% post-consumer recycled content. Does not include ink bottles or other products not listed. See hp.com/InkRecycledContent for list.
Recycle your HP Toner Cartridges.[1] Materials from recycled HP Cartridges are used to manufacture new Original HP Cartridges and help reduce plastic waste[2]		[1] Program availability varies, see www.hp.com/hprecycle. [2]HP combines cartridges returned through HP Planet Partners to make new Original HP Print Cartridges and other everyday products. See hp.com/TonerRecycledContent for list of products.

Environmental Advantages of Using Recycled Content in HP Ink Cartridges – EXPIRES APRIL

Main Message	Supporting tag line	Footnotes
HP is reducing its carbon footprint by using recycled plastic	Using recycled plastic in Original HP Ink cartridges instead of virgin plastic on average reduces carbon footprint by 21%[1]	[1] 2024 RPET and RPP EarthShift Global Life Cycle Assessment (LCA), commissioned by HP. See http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-4002ENW
HP is reducing its impact on water resources by using recycled plastic	Using recycled plastic in Original HP Ink cartridges instead of virgin plastic on average reduces water consumption by 33%[1]	[1] 2024 RPET and RPP EarthShift Global Life Cycle Assessment (LCA), commissioned by HP. See http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-4002ENW
HP is reducing its reliance on fossil fuels by using recycled plastic	Using recycled plastic in Original HP Ink cartridges instead of virgin plastic on average reduces fossil fuel consumption by 32%[1]	[1] 2024 RPET and RPP EarthShift Global Life Cycle Assessment (LCA), commissioned by HP. See http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-4002ENW
HP is reducing its cumulative energy demand by using recycled plastic	Using recycled plastic in Original HP Ink cartridges instead of virgin plastic on average reduces energy demand by 30%[1]	[1] 2024 RPET and RPP EarthShift Global Life Cycle Assessment (LCA), commissioned by HP. See http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-4002ENW
HP is reducing its impact by using recycled plastic instead of virgin plastic for Original HP Ink cartridges	Using recycled plastic in Original HP Ink cartridges instead of virgin plastic on average reduces carbon footprint by 21%, water consumption by 33%, fossil fuel consumption by 32% and energy demand by 30%[1] Return your used HP cartridges for free through the HP Planet Partners program and HP will recycle them to make new cartridges reducing an average carbon footprint by 21%, water consumption by 33%, fossil fuel consumption by 32% and energy demand by 30%[1]	[1] 2024 RPET and RPP EarthShift Global Life Cycle Assessment (LCA), commissioned by HP. See http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA8-4002ENW

Ocean-Bound Plastics

Original HP ink cartridges (Integrated printhead only, and only specific SKUs – see hp.com/InkRecycledContent for list)

Main Message	Tag line message	Footnotes
Building an ocean-bound plastics supply chain	In 2016, HP launched an ambitious program in Haiti to help tackle the growing challenge of ocean-bound plastics. In partnership with the First Mile Coalition and our supplier partners, we have built a fully functioning ocean-bound plastics supply chain.	

Tackling ocean plastics	HP has used 2,876 tonnes of UL certified ocean-bound plastic (equivalent to 226 million plastic bottles) since 2016[1]	[1]See hp.com/sustainableimpact.
First UL validated ocean-bound plastics	HP is the first company to achieve validation to UL 2809 Environmental Claim Validation Procedure for Recycled Content for resins containing recycled ocean-bound plastics, which included auditing of social responsibility procedures.[1]	[1]UL 2809 Environmental Claim Validation Procedure (ECVP) for Recycled Content Standard. See UL Solutions press release: HP Receives First Recycled Content Validation for Ocean-Bound Plastics from UL
HP is the first and only company to include ocean-bound plastics in ink cartridges	HP is the first and only OEM to use ocean-bound plastics in the resins, with the UL 2809-3 certification mark, used to make Original HP ink cartridges[1]	[1]Based on published data. Keypoint Intelligence report June 2024. See Keypoint Intelligence Report: https://keypointintelligence.com/hpoceanboundplastic

Circular Economy

Main Message	Tag line message	Footnote
You're the key to promoting a circular economy	When you buy Original HP Ink and Toner, you become part of a global recycling effort. Your part in the process is simple: just return your empty cartridges to us and make sure to replace them with Original HP Ink and Toner. We'll take care of the rest.[1]	[1] Program availability varies, see www.hp.com/hprecycle
Help make new HP cartridges and other everyday products	All HP cartridges returned to HP Planet Partners go through a multiphase recycling process where materials are separated and refined for use as raw material in new Original HP cartridges and everyday products. [1]	[1] All materials received for the Planet Partners program are treated in accordance with applicable regulations. The primary disposal method includes upcycling into new Original HP Ink and Toner cartridges where feasible, followed by donation of

Main Message	Tag line message	Footnote
		material for social upcycling projects, material sold to markets, and energy recovery. See hp.com/inkrecycledcontent & hp.com/tonerrecycledcontent for products. Program availability varies, see www.hp.com/hprecycle.
Keep plastics out of landfills and recycle to upcycle instead	Since 2006, we have manufactured over 6.1 billion Original HP and Samsung cartridges using a cumulative 154,000 tonnes of recycled plastic, including from recycled HP cartridges. This has kept more than one billion Original HP cartridges out of landfills by upcycling these materials for continued use[1]	[1] Program availability varies, see www.hp.com/hprecycle. See HP Sustainable Impact Report, pg. 33, hp.com/sustainableimpact.
HP cartridges returned through HP Planet Partners are recycled	No Original HP cartridges returned through HP Planet Partners are sent to a landfill.[1]	[1] Program availability varies, see www.hp.com/hprecycle. For recycling data see EPEAT Required Disclosure

ATTENTION: Although your asset may not contain comparative/superlative claims, in the interest of proper disclosure this Print & PS Usage Restrictions Implementation Guide is **required by legal** to be included with the asset to cover the asset's usage in the event it does.

Print & PS Usage Restriction Guide

(Hereafter referred to as "Print & PS Implementation Guide" or "Print IG")
MUST be posted together with the collateral in all asset tools.

IMPORTANT INFORMATION – PLEASE READ BEFORE PROCEEDING.

This asset contains comparative and superlative guidance that IS easily verifiable (meaning that the substantiation/report is posted for viewer to read and the

link to it is in the disclaimer), however in some countries, we must take care that we are not naming a competitor(s) in the claim, AND the asset cannot be used in all countries.

Superlatives Claims (e.g., “Words such as “best”, “fastest”, “optimal", "maximum”, “minimum”, “eliminate”, “anytime,” and “anywhere”, “best-in-class”) These words generally are comparative claims and should not be used without substantiation.
Comparative Claims (e.g., “Fastest Printer out there”, “More reliable”, “HP beats the competition”) If you do not specify the competitor, the claim MUST be true for all competitors.

Please use the following guidance:

HP EMEA Region – comparative and/or superlatives claims:

European Countries (except ones specifically below): Yes, internal substantiation reports are sufficient (recommended to have external validation). Publish reports to allow recipient to verify claims if features cannot be easily compared by recipient.

***Austria*:** Yes, but superlative claim criteria must be met whewhen using. If the competitor is not specified, the superlative claim must be true and proven with all of HP’s competitors and all products that compete with HP’s in the same product category. The evidence that substantiates the truthfulness of the claim must be available to HP at the time of publication of the claim, and the claim must be true during the entire time the claim is made. Obtaining an objective and independent third-party report is highly advisable as a way of substantiating. In the absence of independent data to support, the company's own database and methodology can only be accepted if the method of proving the claim, and the collection, summarization and comparison of the data used are clearly appropriate. Superlatives are expected to have much easier access to the facts proving the accuracy of the claim. According to our understanding claims like “Fastest Printer out there”, “HP beats the competition” would be also superlative because they indicate superiority over all other competitors. Comparative claims must relate to objectively perceived qualities of the product and not to those determined by subjective taste or preference. The objectivity criterion requires that the comparison must relate to a significant, relevant, verifiable, and characteristic feature of the product. It is necessary to provide further information in the advertisements about the facts that support the claim. Therefore, it can be necessary that a report is published and is made available (by linking it to a disclaimer) to allow consumers to verify the claims if the relevant features are not easily comparable. *Full guidance for Austria is available here.*

Balkans: (Serbia, Bosnia & Herzegovina, Albania, Kosovo, North Macedonia, Montenegro): Yes, internal substantiation report is sufficient, and it is recommended to have external validation. Information needs to be readily available before launching advertising.

Central Asia: (Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan): Yes, but third-party external report is required. Information needs to be readily available before launching advertising. No need to publish report and do NOT publish reports naming competitors.

Cyprus: Yes, provided they are (1) Not misleading. (2) Compares real data regarding goods, services or digital content that satisfy the same needs or have the same meaning. (3) Objectively compares one or more objective, purposeful, or presentational characteristics of such goods, services, or digital content, including price. (4) Does not create confusion on the market between goods in the market, the

advertiser, and the competitor or between the trademarks or service marks, trade names, other distinguishing marks, goods, services or digital content of the advertiser and competitors. (5) Does not discredit or denigrate the trademarks or service marks, trade names, other distinguishing marks, services, activities, or conditions of a competitor. (6) In the case of goods with an indication of the origin of the goods, in any case it treats goods with the same origin. (7) Does not unfairly take advantage of the reputation of the brand or service mark, trade name or other distinguishing marks of a competitor or the origin of competing goods. (8) Does not represent goods, services or digital content as fakes or copies of goods, services or digital content that has a protected trademark or service mark or trade name. For comparative/superlative claim to be allowed, it must fulfil all 8 of the above listed conditions. HP must keep substantiation reports, which prove/provide evidence for the fulfilment of the listed conditions to the authorities if requested. *Full guidance for Cyprus is available here.*

ECG: Emerging countries group (Ukraine, Azerbaijan, Armenia, Georgia, Moldova): Yes, but third-party external report is required. Information needs to be readily available before launching advertising. No need to publish report and do NOT publish reports naming competitors.

France: Yes, they must publish third party substantiation report. Remove url for MEMA countries that don't allow comparative advertising. Don't translate reports in those countries. Remove url that point to where reports are posted for those countries.

Germany: Yes, internal substantiation reports are sufficient however it is recommended to have external validation. Substantiation reports must be posted.

Greece: Superlative claims should be avoided unless they are followed by external scientific explanation/research/validation reports with are accessible to the consumer (link to research provided) and any other competitor's name should not be published. Yet, even with validation, superlative claims are not recommended. Comparative clams are allowed, without mentioning names of competitors. Any comparative claim must also be substantiated/validated by external scientific explanation/research/reports. Moreover, for a particular comparative claim to be allowed and not be considered unfair competition or misleading to the consumers, it must fulfill all 8 of the above listed conditions included in Cyprus description. *Full guidance for Greece is available here.*

Hungary: Yes, but Superlative claims must the following criteria: If the competitor is not specified, the superlative claim must be true and proven all of HP's competitors and all products that compete with HP's in the same product category. The evidence that substantiates the truthfulness of the claim must be available to HP at the time of publication of the claim, and the claim must be true during the entire time while the claim is made. Obtaining an objective and independent third-party report (evidence) is highly advisable. In the absence of independent data to support a superlative claim, the company's own database and methodology can only be accepted if the method of

proving the claim, and the collection, summarization and comparison of the data used are clearly appropriate. Comparative claims (the advertisement directly or indirectly but clearly identifies another company or another product to the consumer): The comparison must relate to objectively perceived qualities of the product and not to those determined by subjective taste or preference. The objectivity criterion requires that the comparison must relate to a significant, relevant, verifiable, and characteristic feature of the product. Report must be published and must be available (by linking it to a disclaimer) to allow consumers to verify the claims if the relevant features are not easily comparable. *Full guidance for Hungary is available here.*

Israel: Yes, but it is higher risk if naming competitors. Internal substantiation reports are sufficient and is not required to be published.

Italy: No, Internal substantiation reports are not sufficient. We should use a restrictive approach when using comparative and superlatives claim. They may trigger legal issues if not supported by strong evidence and reports made by third independent parties. Comparative/Superlative messages are considered illegal when the comparative comparison between goods and services is not objective, generates confusion between companies and/or discredits the competitor, confuses the consumer. In Italy we strongly limit (or even avoid) the usage of this type of messages.

Malta: Yes, provided that the claim is not misleading and as applicable, complies with domestic rules on comparative advertising. The claim must be “verifiable”, through substantiation. *Full guidance for Malta is available here.*

Poland: When using Superlative Claims follow these rules: Avoid Unsubstantiated Claims: Words like "best", "fastest", "optimal", "maximum" should be supported by clear evidence. Provide Proof: You must have data or studies that back up your claim (e.g., testing results, industry awards, certifications). Be Specific: Avoid vague superlatives. Ensure the claim refers to a clearly defined context (e.g., "fastest printer for home use"). Clear Limitations: If applicable, specify the context or limitations of your claim (e.g., "best in class for budget printers"). Evidence to Provide: Industry reports; Third-party testing or certification reports; Independent reviews or awards; Research studies. When using Comparative Claims follow these rules: Specify Competitors or Industry Standard: If you make a comparative claim (e.g., “faster than competitors”), you should name the competitor or explain the reference point clearly. Ensure the Claim is Universally True: If you don’t name a competitor, the claim must apply to all competitors in the category. Avoid Ambiguity: Ensure the comparison is based on objective and measurable criteria (e.g., speed, reliability, performance). Evidence to Provide: Comparison reports or benchmark tests, Consumer surveys or feedback showing superior performance; Independent evaluations from industry experts.

Romania: Yes, but it is required to publish third party substantiation report. Must be able to prove the accuracy of the statements, indications or representations contained in the advertisement and will be obliged, at the request of the competent authorities, to provide

documents proving such accuracy. If the respective documents are not provided within 7 days as of the request or if such are considered insufficient, the statements in the advertisement in question will be deemed as inaccurate. Misleading comparative and superlative claims are sanctionable. The list includes expressions/statements such as: the best prices, best value for money, the cheapest/the best, in the best conditions and at the best prices, the most important local, regional, and national supplier, unbeatable prices, largest variety of sizes and models, the best performing equipment in the field etc. Use of superlative/comparative claims, even accompanied by substantiation, should be used with caution. *Full guidance for Romania is available here.*

Slovakia: Yes, but additional requirement is that third party report is highly advisable. Any comparative or superlative claim must be adequately provable as being true. It is not possible to make generalized legal assessments, but rather to only make a legal analysis based on the provided proof from the client of such a claim. There is no provision of a law in the Slovak Republic that refers to/or defines using "superlative" or "comparative" claims. There are only provisions relating to false advertising, however, superlative, and comparative claims can be subsumed by the false advertising provisions. Superlative and comparative claims also fall under the scope of consumer protection law according to which false claims made to consumers are prohibited. Advertising must not use any superlatives, especially "best", "cheapest", "fastest", "highest quality" and the like, without clear and credible proof of the truth and validity of such a claim, with respect to the entire product. *Full guidance for Slovakia is available here.*

Slovenia: Yes, internal substantiation report is necessary, but external validation is recommended. Publishing/posting the substantiation with external report for direct and easy verification. Not naming competitors is also highly advisable. Moreover, for a particular comparative claim to be allowed and not be considered unfair competition or misleading to the consumers, it must fulfil all 8 of the above listed conditions included in Cyprus description. *Full guidance for Slovenia is available here.*

Switzerland: Yes, internal substantiation report is sufficient. Publish reports to allow recipient to verify claims if features cannot be easily compared by recipient in case testing is required for the substantiation report, then a third-party substantiation report is required. The Swiss Fair Competition Commission sets forth in its guidelines for tests the following important requirements: a) Independence – the testing institute must be independent from the claimant/advertiser and other third parties, b) competence – the testing institute must have the necessary skills and experience to execute the tests, c) Objectivity – the tests must not be deceptive, misleading or inaccurate; it is, for example, prohibited to ignore important data in the test result d) Only consumer-relevant properties should be tested; the test criteria should be weighted appropriately. See guidance for testing here.

UK & Ireland: Superlative or comparative claims must include, or direct a customer to, sufficient information to allow them to understand the comparison & check accuracy.

MEA (Middle East & Africa):

Middle East (UAE & Saudi Arabia): Yes, but third-party external report is required. No need to publish report and do NOT publish reports naming competitors. If a claim is queried, we must be able to provide the substantiation and access to the report.

Africa (SAF/ACE/NWA&I): Yes, internal substantiation reports are sufficient. No need to publish reports and do NOT publish reports naming competitors. If a claim is queried, we must be able to provide substantiation and access to report.

Netherlands: Yes, internal substantiation reports are sufficient, however an external report is preferred. (i.e., report of the Consumer Associations, etc.) External reports may form evidence in courts.

Nordic countries (Finland, Denmark, Norway, Sweden): Yes, internal substantiation report is sufficient, and it is recommended to have external validation. Information needs to be readily available before launching advertising. For high-risk topics such as environmental claims, third-party substantiation reports are strongly preferred. If such external validation is not available, the fact that we are using internal substantiation should be clarified in the communication.

Turkey: Yes, but it is not a requirement to publish third part substantiation. No product name, brand, logo, trade name, business name or other distinguishing elements belonging to competitors can be named in the advertising materials. Obligation to provide reports on comparative advertising to competent authorities before launching advertising. Any claim on verifiable explanations/concepts must be proven by reports prepared by universities or accredited independent test agencies. After careful consideration, we understand that when HP is comparing HP Products with third party products / competitors, it may be wiser to have the studies approved by third independent parties as the risk may be higher. However, if HP is only doing internal comparisons, the risk is lower and therefore, we may consider taking this smart risk provided that internal tests are correctly substantiated and verifiable if needed. This is onlyapplicable when doing internal HP Products comparisons. Example: “faster than its predecessor”.

Turkmenistan: No, NOT allowed.

GUIDANCE FOR GENERAL TRANSLATION GUIDANCE: Translation to local language may not be specific for France – Refer to Translation Guidelines here.

USEFUL TIPS: Countries where we cannot publish reports because they name competitors: (a) remove link to reports from disclaimer (b) do not publish reports translated to local language. This would help reduce risk as we have the defense that reports were not targeting users in that market. If we do intend to name competitors (which should rarely be the case), please see the EMEA Marketing Self-Help Tool for more guidance: Self-Help.

Contact your HP marketing representative for access to substantiation reports and URLs for France if needed.

Country/Region Acronym Definitions:

EMEA: Europe, Middle East and Africa

EU: European Union

CEE: Central & Eastern Europe

MEA: Middle East and Africa: United Arab Emirates (UAE), Kingdom of Saudi Arabia (KSA), Southern Africa (SAF), Africa Central East (ACE) and Northwest Africa and Islands (NWA&I).

EU: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom. Israel, Czech Republic, Hungary, Poland, Slovakia, Azerbaijan, Kazakhstan, Kyrgyzstan, Armenia, Georgia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan, Bulgaria, Bosnia and Herzegovina, Macedonia, Moldova, Albania, Malta, Croatia, Romania, Slovenia, Serbia, Montenegro. Middle East: Turkey, State of Palestine, Egypt, Jordan, Lebanon, Syrian Arab Republic, Bahrain, Kuwait, Oman, Qatar, Yemen, Islamic Republic of Iran, Iraq, Saudi Arabia, United Arab Emirates. Africa: Nigeria, Ethiopia, Egypt, Democratic Republic of the Congo, South Africa, Kenya, Sudan, Algeria, Uganda, Morocco, Mozambique, Ghana, Angola, Madagascar, Cameroon, Niger, Burkina Faso, Mali, Malawi, Zambia, Senegal, Chad, Zimbabwe, South Sudan, Rwanda, Tunisia, Somalia, Guinean, Benin, Burundi, Togo, Eritrea, Sierra Leone, Central African Republic, Republic of the Congo, Liberia, Mauritania, Namibia, Botswana, Gambia, Equatorial Guinea, Lesotho, Gabon, Guinea-Bissau, Mauritius, Swaziland, Djibouti, Réunion, Comoros, Cape Verde, Western Sahara, Mayotte, São Tomé and Príncipe, Seychelles, Tanzania United Republic, Libya, Cote d Ivoire, French Guiana, French Polynesia, French Southern Territories, Guadeloupe, Guyana, Martinique, New Caledonia, Saint Pierre And Miquelon. *Refer to public maps for additional specific Countries.

NOTE: For any overlap in regions, the strictest approach shall prevail.

HP APJ Region – comparative and/or superlative claims:

Australia: Both can be used, provided the claims have objective research to show (i) they're *not misleading*, (ii) are *applicable* & *valid* in Australia. Local substantiation is required – we cannot rely solely on overseas substantiation; (iii) local substantiation must be obtained before the claim is used – substantiation can be performed in house or using a third party; (iv) the substantiation needs to be regularly updated – no less than once per quarter – while the claim is being used; research must remain current, and will remain current

throughout the duration of the usage of the claim; (v) it is recommended that comparative and/or superlative claims not be placed on product packaging as it is difficult to update packaging – it is preferable to put such claims on point of sale materials, web content, etc., that can be easily removed if necessary. (For more information see: SouthPac Advertising & Marketing Checklist)

China: Comparative claims which are not superlatives can be used provided: (i) The competitor's name/brand shall not be disclosed during the advertising unless competitor's prior consent is obtained and (ii) the substantiation is done by a government approved 3rd party, not reliant on HP Internal substantiation. Cannot name competitors.

Superlatives are expressly prohibited by Article 9 of the China Advertising Law with the following exceptions:

In any of the following circumstances, if a superlative used in an advertisement does not refer to the product promoted by the merchandiser, the provisions of the China Advertising Law relating to absolute terms shall not apply: (1) where it only expresses the service attitude, or business philosophy, corporate culture, or subjective wishes of the merchandiser; (2) where it only expresses the merchandiser's pursuit of a certain goal; or (3) where its indication is otherwise not directly related to the performance or quality of the product promoted in the advertisement, and is not misleading to consumers.

In any of the following circumstances, if a superlative used in an advertisement refers to the product promoted by the merchandiser, but does not have the objective consequences of misleading consumers or belittling any other merchandiser, the provisions of the China Advertising Law relating to absolute terms shall not apply: (1) where it is only used to compare the product with another product of the same brand or the same company; (2) where it is only used to publicize a reminder to consumers such as the method of use, time of use, or shelf life of the product; (3) where the superlative is included in the language for product classification determined in accordance with any national standard, industry standard, local standard, etc., and the basis can be provided;(4) where the superlative is contained in the product name, specifications, model, registered trademark or patent, and the advertisement uses the product name, specifications, model, registered trademark, or patent to refer to the product to distinguish it from other products; (5) where the superlative is contained in any award or title granted in accordance with relevant national regulations; or (6) where it describes the objective situation of spatial or temporal sequential order, or publicizes factual information of product sales, sales volume, market share, etc., with the time period, geographical area, a0nd other conditions specified.

Hong Kong: Both can be used, provided the claims are within the scope of honest practice.

The Trade Descriptions Ordinance prohibits misleading omissions, aggressive commercial practices, bait advertising, bait-and-switch, wrongly accepting payment, false trade descriptions, false, misleading, or incomplete information, false trademarks and misstatements of goods and services provided during trade or suppliers of such goods in Hong Kong. Cannot name competitors.

India: Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in India, and research remains current, and the claims do not unfairly denigrate, attack, or discredit other products, advertisers, or advertisements directly or by implication. Avoid usage of competitor's trademark and distinctive packaging. Check with local Legal if seeking to name competitors or use the competitor's IP.

Indonesia: Comparative Marketing Practices are permissible to a certain extent under the following guidelines: (1) Can only be done towards technical aspects of products with the direct same criteria. (2) Direct comparisons present research data, the methodology, sources, and timing of the research must be clearly disclosed. The use of the research data must have obtained approval or verification from the research organization. (3) Price comparison shall only be made towards efficiency and usage of products and must be supplemented by a proper explanation and reasoning. (4) Indonesian Consumer Protection Law prohibits advertisement that directly or indirectly degrade/disparage other products/services. Cannot name competitors.

Superlatives should have full explanation from a competent authority or authentic source, and such authority/ source is required to be a publicly accepted and accessible. Supporting information should be current and not misleading, be applicable and valid in Indonesia. Advertisements must be presented in a language that is easily understood and not misleading to the audience. Advertisements should not use superlative words such as "most," "number one," "top," and/or other words with similar meaning, unless accompanied by verifiable evidence.

The use of asterisks in advertisements must not be used to hide, mislead, or confuse the audience about the actual price or availability of the advertised product. The inclusion of prices for a product in an advertisement must not mislead the audience. Advertisements must not abuse scientific terms and statistics to mislead the audiences. Claims relating to Safety/Risk must come with full explanation.

Japan: Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Japan, and research remains current. Comparative advertising generally is uncommon and not recommended in Japan.

Korea: Both can be used (except for financial products), provided that the claims are not false, misleading, slanderous, exaggerating or unfairly comparing and that superlatives are substantiated with objective data, which should be sufficiently recent. If any substantiation becomes obsolete, the claim should no longer be used. All substantiation must be valid for Korea.

Malaysia: Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Malaysia, and research remains current, but refrain from using competitors' trademarks or any packaging, get-up, symbol, or sign that can be associated with a competitor. Cannot name competitors.

New Zealand: Both can be used, provided the claims have objective research (held in advance of making claim) to show (i) they're not misleading, (ii) are applicable & valid in New Zealand; local substantiation is required – we cannot rely solely on overseas substantiation; and (iii) research remains current, and will remain current throughout the duration of the usage of the claim; substantiation needs to be regularly updated – no less than once per quarter – while the claim is being used. If advance substantiation is not held before making claim, HP will have committed an offence even if claim is later supported and true; substantiation can be performed either in house or using a third party; (iv) It is recommended that comparative/superlative claims not be placed on product packaging, as it is difficult to update packaging. It is preferable to put such claims on point-of-sale materials, web content, etc., that can be easily removed if required. (For more information see: SouthPac Advertising & Marketing Checklist)

Philippines: Direct comparisons are NOT allowed. Cannot name competitors. Indirect comparisons and indirect superlative claims may be used provided claims have objective research to show they're not misleading, are applicable & valid in the Philippines, and research remains current.

Singapore: Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Singapore, and research remains current. (i.e., substantiation must remain current while the claim is in use). Refrain from using competitors' logos/trademarks/distinctive packaging. When sending for Legal review, please provide substantiating documentation.

Taiwan: Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Taiwan, and research remains current. For comparative and superlative claims, please provide the marketing material for local Legal review. Cannot name competitors.

Thailand: Both can be used, provided claims have objective research to show they're not misleading, are applicable & valid in Thailand, and research remains current. Cannot name competitors.

Vietnam: Direct comparative claims of one's commodity/service to the others of the same kind in price, quality, and efficiency of usage are strictly prohibited. Superlative claims are also prohibited without any external substantiating document from independent research organization, which must be properly referenced. Supporting documents must be current within 1 year from the date of substantiation by independent research organization. For all other claims, any substantiation must be sufficient to show the claims are not misleading, are applicable & valid in Vietnam and should not contain an implied reference to competitive products. Please check with local Legal before proceeding with any comparative claims. Full guidance for Vietnam is available here.

USEFUL TIPS: Please see the APJ Marketing Self-Help Tool for more guidance here.

HP LAR Region Comparative Claims:

*The guidance provided below is from 2023 and is likely to remain largely unchanged. For further assistance and confirmation of legal guidance in high-risk situations, please contact regional counsel.

Argentina: Yes, it is OK to use comparative claims, provided we do not mention competitor's brand. However, comparative advertisement must be analyzed in detail, as its use is often challenged in Argentina. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.

Bolivia: Yes, it is OK to use comparative claims. The comparative advertisement must include three requirements: 1. The claim must be truth, that means it must be objective and verifiable. 2. The information must be accurate, actual, and clear. 3. It must be relevant in form and substance. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.

Brazil: Yes, it is OK to use comparative claims, if they are supported by third party substantiation report in Portuguese, evidencing the accuracy and truthfulness of the information. Technical support produced abroad can be used provided that the document is translated into Portuguese, as Brazilian bodies require documentation written in Portuguese; ii) products compared in the foreign document are equivalent to products sold in Brazil, and iii) it encompasses local rules and/or local technical regulations but not foreign rules, unless they are recognized locally by the technical competent authorities (e.g., IEC/ISO).

There are some local examples of businesses which ran comparative advertising campaigns in the country, but the majority were challenged and ultimately suspended (which might also give raise to damages liability). Accordingly, it would be recommended to carry out comparative claims only if there is substantial technical support that confirms the truthfulness of the comparison and it should not be made to downgrade the competitor, but to inform consumers about the qualities and differences of their product in relation to the competitor, in a correct, true, and verifiable way.

If it is not possible to have a third-party technical support, internal company documents may be acceptable as an exception and under certain circumstances, provided they are validated by category and/or quality teams and verifiable (even in the future) by third parties. Naturally, the lack of a third-party endorsement makes technical support more questionable, which can lead to discussion of damages claims/liability.

Substantiation reports must take into account local rules and/or local technical applicable requirements to that specific product, unless foreign rules are recognized locally by the technical competent authorities (e.g., IEC/ISO).

Chile: Yes, it is OK to use comparative claims. All comparative advertising shall be supported by third party substantiation report in Spanish, evidencing the accuracy and truthfulness of the information.

Colombia: Yes, it is OK to use comparative claims. All comparative advertising shall be supported, at least by an internal substantiation report. Information needs to be readily available before launching advertisement. Comparative advertising is legal in Colombia but needs to follow the following minimum requirements: 1. The comparison must be between products, services or establishments that satisfy the same needs or have the same purpose. 2. The comparison must refer to objective or verifiable characteristics of the activities, establishments, products, or services, therefore it must be carried out between one or more essential, pertinent, verifiable, and representative characteristics of the same. The judgments or subjective appraisals do not constitute a valid comparison term before the consumer since they correspond to the personal affirmation of the person who makes the judgment. 3. The actual characteristics of the activities, establishments, products, and services that are compared must be indicated and no error may be induced in them.

According with the above, the comparison or confrontation may not refer to extremes that are not analogous or verifiable, nor use incorrect or false indications or statements, or omit facts that are relevant to understand the comparison. For the purposes of the above, it is considered that the extremes are not analogous when comparing activities, establishments, products, and services of different qualities without indicating their price, or in cases where the price is reported, and it is not disclaimed the difference in quality.

Costa Rica: Yes, and internal substantiation report is sufficient so we can demonstrate there's objective data that proves the statement to be true. Information needs to be readily available before launching advertisement and we can only make comparative claims between products/services that are such as ours and if they're not, at least make sure that what is similar is what we are comparing (i.e., different types of inks between our product and the one for the other brand, but we compare the quality of the photo).

Ecuador: Yes, it is OK to use comparative claims. The comparative advertisement must include three requirements: 1. The claim must be truth, that means it must be objective and verifiable. 2. The information must be accurate, actual, and clear. 3. It must be relevant in form and substance. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.

México: Yes, it is OK to use comparative and superlative claims. Taking into consideration that comparing or contrasting should not be misleading the information and it must be verifiable. The key to support in comparative and superlative claims is the possibility to evidence that the information is true, based on objective parameters and verifiable. All comparative advertising shall be supported by third-party substantiation reports in Spanish, evidencing the accuracy and truthfulness of the information. The third-party report doesn't have to be published but must be mentioned/linked.

Perú: Yes, it is OK to use comparative claims. The comparative advertisement must include three requirements: 1. The claim must be truth, that means it must be objective and verifiable 2. The information must be accurate, actual, and clear. 3. It must be relevant in form and substance. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.

Venezuela: Yes, it is OK to use comparative claims. The comparative advertisement must include three requirements: 1. The claim must be truth, that means it must be objective and verifiable 2. The information must be accurate, actual, and clear. 3. It must be relevant in form and substance. Internal substantiation report is sufficient. Information needs to be readily available before launching advertisement.

HP LAR Region Superlative Claims:

Argentina: Yes, provided claims have objective research to show they are not misleading, and research remains current.

Brazil: Yes, Superlative claims can be used with great caution. If the claim has an excluding tone, by suggesting the idea of superiority to other products/brands in the market, it must be supported by a substantiation report (e.g., public, and measurable data of a specific ranking or public research that analyzed competitors), following the same provisions above for comparative claims, but now in relation to all the competitors. In some (rare) situations, superlative claims might be understood as puffery, which eliminates the need for substantiation report. However, to be understood as puffery, the claim must be easily perceived by everyone as an “exaggeration”, which, for that very reason, cannot be proven and does not bring the idea of excluding competitors. Recently the local self-advertising council decided that KFC could not use the claim “the best chicken in the world” in an absolute manner, as KFC should qualify and indicate in which terms it is the best chicken in the world.

Substantiation reports must take into account local rules and/or local technical applicable requirements to that specific product, unless foreign rules are recognized locally by the technical competent authorities (e.g., IEC/ISO).

Chile: Yes, provided claims have objective research to show they are not misleading, and research remains current.

Colombia: Yes, provided claims have objective research to show they are not misleading, and research remains current.

Costa Rica: Yes, provided claims have objective research to show they are not misleading, and research remains current.

Ecuador: Yes, provided claims have objective research to show they are not misleading, and research remains current.

México: Yes, it is OK to use comparative and superlative claims. Taking into consideration that comparing or contrasting should not be misleading the information and it must be verifiable. The key to support in comparative and superlative claims is the possibility to evidence that the information is true, based on objective parameters and verifiable. All comparative advertising shall be supported by

third-party substantiation reports in Spanish, evidencing the accuracy and truthfulness of the information. The third-party report doesn't have to be published but must be mentioned/linked.

Perú: Yes, provided claims have objective research to show they are not misleading, and research remains current.