

Declaration of Commitment to the NAVER Fair Trade Compliance Program (CP)

NAVER is committed to fostering a sustainable business environment and pursuing responsible management based on a fair and transparent corporate culture. Accordingly, we strictly comply with fair trade laws and regulations, promote fair and free competition, and faithfully protect diverse businesses and users within our ecosystem.

In line with these efforts, NAVER has adopted and is operating the **Fair Trade Compliance Program (CP)**, aiming to establish a system that prevents potential violations of fair trade principles and manages compliance in a systematic manner.

CP is one of NAVER's core management principles that extends beyond legal compliance to drive fair competition and mutual growth. To uphold this principle, NAVER has implemented various initiatives such as establishing an anti-corruption and compliance management policy, strengthening cooperation with the legal and compliance departments, and developing a fair trade compliance manual.

In addition, NAVER has **embedded fair trade compliance into the employee code of conduct** and is consistently striving to practice compliance in its corporate management. In April 2024, NAVER appointed a compliance officer and designated a fair trade compliance officer to ensure more systematic compliance operations and drive the establishment and improvement of the CP framework. The fair trade compliance officer, serving in an independent capacity, carries out planning, supervision, and performance evaluation to ensure that the CP operates effectively and that all of NAVER's business activities adhere to fair trade principles.

Through CP, NAVER seeks not only to comply with the law but also to **fulfill our corporate social responsibility and foster a healthy digital ecosystem**. We will provide active training and support so that all employees understand the importance of fair trade compliance and comply with company processes and regulations in their respective roles. Moreover, NAVER will make fair trade compliance a guiding principle of our corporate operations and align the business objectives of all departments with it to reinforce the implementation and monitoring of the CP system.

Going forward, NAVER will continue to pursue innovation based on fair competition and remain committed to transparent and ethical management to earn greater trust as a company.

Soo-yeon Choi, CEO of NAVER

