

## Advertising Policy

AlgoHive Advertising & Marketing Policy Effective Date: 01 October 2025

Applies To: AlgoHive (Pty) Ltd, its subsidiaries, product platforms, and any partner, licensee, or affiliate using AlgoHive branding or services in promotional activities.

### Purpose

The purpose of this policy is to govern the advertising and promotional practices of AlgoHive and its associated products or partners. It ensures all marketing activities conducted are transparent, lawful, and compliant with regulatory requirements applicable in South Africa and any other jurisdictions where AlgoHive operates.

### Core Principles

All advertising and marketing activities related to AlgoHive products must strictly adhere to the following principles:

- **Honesty:** All claims made in marketing communications must be truthful, verifiable, and not misleading.
- **Transparency:** Marketing materials must clearly disclose the nature of the services being advertised, especially in relation to financial risks, cryptocurrency volatility, or third-party integration.
- **Consent-Based Communication:** Marketing must comply with the Protection of Personal Information Act (POPIA). Individuals shall only receive direct communications (e.g., via email, SMS, or in-app) if they have opted in.
- **Accessibility:** Marketing content must be non-discriminatory, non-offensive, and inclusive, catering to audiences of diverse backgrounds and varying levels of financial literacy.

### Prohibited Practices

AlgoHive and its affiliates are strictly prohibited from engaging in:

- Making false or exaggerated claims about investment returns, exchange rates, or wallet benefits.
- Offering unlicensed financial advice, including investment predictions, asset recommendations, or portfolio management.
- Misusing legally restricted terms such as “bank,” “guaranteed,” or “secure profit” unless such usage complies with applicable laws.

- Employing aggressive or deceptive tactics, including fear-based messaging, false urgency, or hidden sponsored content.

### **Brand Usage and Co-Marketing**

Partners utilizing Algohive's technology must comply with the following:

- Clearly state that their application or service is "Powered by Algohive" or utilizes "Algohive infrastructure."
- Refrain from implying that Algohive is the product issuer unless explicitly co-branded.
- Submit all marketing materials for review and approval when referencing Algohive trademarks, screenshots, or technical claims.

### **Influencer and Affiliate Guidelines**

Influencers or affiliates promoting Algohive products must comply with the following guidelines:

- Clearly disclose the nature of the partnership or promotional activity using appropriate disclaimers (e.g., "#sponsored" or "in partnership with Algohive").
- Avoid making any guarantees regarding financial returns or investment performance.
- Be at least 18 years old and refrain from impersonating official Algohive representatives.

### **Legal Compliance**

All advertising activities must comply with the following regulatory and legal frameworks:

- The Advertising Regulatory Board (ARB) Code of Conduct.
- The Consumer Protection Act (CPA).
- The Financial Sector Conduct Authority (FSCA) regulations for financial-related marketing claims.
- The Protection of Personal Information Act (POPIA) for direct marketing, data collection, and opt-out functionality.

### **Complaint Handling**

If an advertisement or promotional message misrepresents Algohive's products or breaches this policy, please contact us immediately at:

Email: [info@thealgohive.com](mailto:info@thealgohive.com)

All complaints will be treated confidentially and investigated promptly.



### **Policy Review**

This policy will undergo regular reviews and may be updated periodically to ensure alignment with evolving legal frameworks and market conditions.

### **Final Note**

Algohive is dedicated to responsible financial innovation. All marketing and advertising practices must reflect the company's values of trust, inclusion, and transparency.