



## Responsible Marketing and Communications Statement

Adtalem Global Education, Inc., its institutions, subsidiaries and affiliates (“ATGE”) are committed to the responsible marketing of its products and services, and to transparency and honesty in all of its advertising messages and promotional communications. Social responsibility is core to the achievement of ATGE’s mission. This Responsible Marketing and Communications Statement consolidates ATGE’s standards from its Code of Conduct, Student Commitments, and other policies.

**Marketing must be honest and accurate.** ATGE believes in the value of advertising to inform consumers about products and experiences, including educational and professional opportunities. We require that all materials are truthful, complete, accurate, properly substantiated and not misleading. ATGE requires that all promotional, advertising, and marketing materials be reviewed prior to publishing or dissemination to ensure compliance with our policies and standards.

We strive to ensure all applicants have ample information available to decide if attending one of our institutions is the right choice for them. This means:

- When recruiting prospective students, we provide responsible and objective information. Admissions conversations are recorded and evaluated to validate compliance and clear student communications. Prior to making a financial commitment to any of our institutions, students receive individual financial and academic advising to discuss any questions and concerns.
- We provide truthful and accurate information to prospective students, and we base admission solely on each applicant’s ability to meet admission requirements, which vary by institution.
- We provide prospective students with clear information regarding any required transitional studies courses, including costs, availability and time for completion.
- We clearly state that the education offered is not a guarantee of employment or “success.”

**We respect the laws.** The laws governing advertising and marketing activities are prescriptive. In addition to our Code of Conduct, the colleague handbook details our expectations of ethical interactions, including that colleagues may be subject to termination for materially misrepresenting any of our services or programs. We encourage all colleagues and suppliers to raise compliance questions or concerns with their leaders or the Office of General Counsel. We hold ourselves to these high standards not just because it is the law, but because it is the right thing to do to help our students achieve their educational and career goals.

- We are committed to ensuring that all marketing and admissions colleagues have a full understanding of all laws, regulations, and internal policies and best practices around ethical marketing and communications. As such, all newly hired colleagues under these functions undergo training and instruction to ensure compliance in this area and adherence to our responsible marketing policy.
- We regularly monitor colleague compliance with our responsible marketing, advertising and recruiting policies.

**We hold third parties accountable to our standards.** Marketing and sales activities often involve third parties and vendors. Their actions reflect on ATGE as much as our own. We inform our suppliers, agents and other third parties working on our behalf about our standards and expectations of them. We regularly review third parties to be alert for anything that appears to compromise our values or does not meet our rules, and we hold them accountable for making corrections.