

## 4.5 Ethical Pharmaceutical Marketing

## **Marketing Ethics Policy and Commitment**

GRI 417-3

HC-BP-270a.2 / 510a.2

Our company strictly adheres to all applicable industry regulations and stipulated provisions in marketing and sales, ensuring that all relevant personnel receive appropriate training and comply with ethical standards. All employees of PharmaEssentia who interact with internal staff and healthcare professionals are subject to marketing ethics policies. All activities, marketing materials, and daily operations are subject to review processes based on the following principles:





Meet the high standards of quality, safety, and efficacy required by regulatory authorities.



Provide accurate, balanced, and scientifically valid product information.



Respect patient privacy and personal information.



Prioritize patient healthcare and welfare as the top priority.



Interact with relevant agencies or individuals in an ethical,

appropriate, and professional manner. Do not provide or supply any goods or services that may directly or indirectly cause undue influence.



Ensure that product marketing activities are ethical, correct, and balanced, and avoid any misleading information.

Product marketing materials must include a correct assessment of the product's risks and benefits and appropriate usage instructions.



Sponsor/support clinical trials or scientific research for the purpose of pursuing new knowledge, enhancing patient benefits, and promoting the advancement of medical technology. Maintain transparency in human clinical trials sponsored by the industry.

The US subsidiary currently uses policy manuals and PhRMA industry standards as core guiding principles for marketing and sales. In 2022, there were no violations of any marketing and communications-related regulations, and the company adhered to ethical pharmaceutical marketing practices.