

# 负责任营销政策

## 第一章 总则

第一条 为进一步规范华润三九医药股份有限公司（以下简称“华润三九”“公司”或“我们”）的营销行为，确保公司在产品推广、服务宣传、利益相关方沟通等营销活动中，严格恪守相关法律法规及商业道德准则，展现公司的社会责任价值观，特制订本政策。

第二条 本政策所称负责任营销是指公司及员工在进行业务宣传、产品推广、展览、促销、销售、客户服务、客户关系维护、售后服务及其他经营活动过程中，公司及员工经营管理和执业行为符合法律、法规、规章及其他规范性文件、行业规范、公司各项规章制度及行业公认并普遍遵守的职业道德和行为准则。

第三条 本政策适用于公司全体员工，包括但不限于全职员工、兼职员工、外包员工及临时员工。

## 第二章 负责任营销原则

第四条 负责任营销应遵守行业法律法规要求，遵循公司发展理念。公司始终秉承“关爱大众健康，共创美好生活”的使命，为社会大众提供“安全、优质、高效、环保”的医药产品和服务，为客户、国家、社会持续创造高价值。

### 第三章 准确披露产品及服务信息

第五条 应按照各运营所在地适用的法律法规、监管规定、行业标准和指南的要求准确披露产品及服务信息，包括：

- （一）开展合法诚实、准确、且基于科学事实的沟通，严禁营销活动中包含夸大、欺骗及虚假的内容；特别医药类产品，确保向客户或消费者传达准确、真实的药品信息。
- （二）所有营销活动均经过内部审查以确保准确性及合规性。
- （三）不得虚报产品、服务或价格；不得就产品、服务、表现或业绩记录做出虚假或误导性陈述。

### 第四章 合作及交往

第六条 公司已建立完善的内部政策与指导方针，保障公司与医疗卫生专业人士的互动是道德、合规且透明的。员工不得对产品的功能、质量、销售情况等做出虚假或引人误导的宣传欺骗、误导医疗卫生专业人士。公司与医疗卫生专业人士互动应适当、合理，超标特殊申请事项应具备业务必要性。

### 第五章 隐私保护

第七条 充分尊重和保护客户或消费者的隐私和数据，在未经客户知情和同意的情况下，不得披露客户的隐私。

## 第六章 环境保护与社会责任

第八条 应积极促进环境保护、履行企业社会责任，主动将环境、社会及可持续发展理念融入各业务环节中，尽最大努力为消费者提供兼具社会价值与环境友好属性的产品和服务，包括但不限于：

- （一）减少包装材料的浪费，并在适当的情况下提供回收和处理服务。
- （二）优先选择有助于可持续发展的物资。
- （三）以实惠的价格提供寿命更长的优质产品。

## 第七章 员工培训

第九条 公司定期开展面向全体员工的针对负责任营销的相关培训，以便员工知晓、掌握并遵守相关原则和规定。此外，针对市场从业人员，公司也定期组织与业务相关的负责任营销培训。公司员工有义务参加培训，了解、掌握并遵守政策的各项规定。

## 第八章 违规举报渠道

第十条 公司建立健全举报人保护制度，在畅通举报投诉渠道的同时，切实保障举报人的权益不受侵害。

投诉邮箱 [CR999-SJB-TS@999.com.cn](mailto:CR999-SJB-TS@999.com.cn)

## 第九章 附则

第十二条 本政策未尽事宜，或者与有关法律、法规、规范性文件相悖的，按有关法律、法规、规范性文件执行。

# **China Resources Sanjiu Medical & Pharmaceutical Co., Ltd.**

## **General Provisions**

1. To further standardize the marketing activities of China Resources Sanjiu Medical & Pharmaceutical Co., Ltd. (hereinafter referred to as "CR Sanjiu", "the Company" or "we"), ensure that the Company strictly abides by relevant laws, regulations and business ethics in marketing activities such as product promotion, service publicity and stakeholder communication, and demonstrate the Company's social responsibility values, this Policy is formulated.
2. For the purpose of this Policy, "responsible marketing" refers to the operation and practice of the Company and its employees in the process of business promotion, product promotion, exhibitions, sales, customer service, customer relationship maintenance, after-sales service and other business activities, which comply with laws, regulations, rules and other normative documents, industry standards, the Company's various rules and regulations, as well as universally recognized professional ethics and codes of conduct in the industry.
3. This Policy applies to all employees of the Company, including but not limited to full-time employees, part-time employees, outsourced employees and temporary employees.

## **Principles of Responsible Marketing**

4. Responsible marketing shall comply with the requirements of industry laws and regulations and the Company's development philosophy. Adhering to the mission of "Caring for Public Health and Creating a Better Life ", the Company provides "Safe, High-quality, High-efficiency and Environmentally Friendly " medical products and services for the public, and continuously creates high value for customers, the country and society.

## **Accurate Disclosure of Product and Service Information**

5. Product and service information shall be accurately disclosed in accordance with the requirements of applicable laws, regulations, regulatory provisions, industry standards and guidelines in all locations of operation, including:

5.1 Conduct communication that is lawful, honest, accurate, and based on scientific facts. Marketing activities must not contain exaggerated, deceptive, or false content. When we promote our pharmaceutical products, the information conveyed to our customers must be accurate, truthful and consistent with the product label (where applicable).

5.2 All marketing activities shall undergo internal review to ensure accuracy and compliance.

5.3 Prohibit the misrepresentation of products, services or prices; and making false or misleading statements about products, services, performance or track records.

## **Cooperation and Communication**

6. The Company has established sound internal policies and guidelines to ensure that the interactions with Healthcare Professionals (HCPs) are ethical, compliant and transparent. Employees shall not deceive or mislead HCPs by making false or misleading promotion about product functions, quality, sales volume, etc. The interaction with HCPs shall be appropriate and reasonable, and special approval requests exceeding standards shall have business necessity.

## **Privacy Protection**

7. Fully respect and protect the privacy and data of customers or consumers; shall not disclose customers' privacy without their knowledge and consent.

## **Environmental Protection and Social Responsibility**

8. The Company shall actively promote environmental protection, fulfill corporate social responsibility, and take the initiative to integrate the concept of environmental, social and sustainable development into all business links. Make every effort to

provide customers with products and services that possess both social value and environmentally friendly attributes, including but not limited to:

- 8.1 Reduce the waste of packaging materials and provide recycling and disposal services where appropriate.
- 8.2 Prioritize materials that contribute to sustainable development.
- 8.3 Provide high-quality products with longer service life at affordable prices.

## **Employee Training**

9. The Company regularly conducts relevant training on responsible marketing for all employees to ensure they understand, master and abide by relevant principles and provisions. In addition, the Company organizes business-related responsible marketing training specifically for market-facing employees. All employees are obligated to participate in the training to understand, master and comply with all provisions of this Policy.

## **Violation Reporting Channels**

10. The Company has established and improved a whistle-blower protection system, ensuring unimpeded reporting channels while effectively safeguarding whistleblowers' rights and interests from infringement.

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## **Supplementary Provisions**

11. For matters not covered herein, or in case of any inconsistency with relevant laws, regulations and normative documents, such laws, regulations and normative documents shall prevail.