

Responsible Marketing Policy Cayman Pharma, Czech Republic

Cayman Pharma s.r.o. is committed to ensuring that all advertising of our products provides accurate, accessible, and useful information.

Cayman Pharma s.r.o. requires that all interactions with healthcare providers and other customers comply with all applicable laws and adhere to the highest standards of professional ethics and responsibility.

We are committed to ethical business and marketing practices that meet the standards set by external regulations and codes of conduct, in particular:

- all laws and regulations relating to marketing practices
- all applicable global, regional, and local industry codes relevant to our business
- protection of customer and consumer information privacy and data protection
- recommendation and promotion only of lawful uses, e.g., no support of off-label promotion

We are committed to accurate and scientifically grounded communication, in particular:

- **clarity:** no misleading statements
- **accuracy:** all advertising undergoes internal review to ensure correctness and compliance
- **transparency:** risk assessment and proper communication of risks associated with our products in line with industry practices and relevant requirements
- **consistency of information** regardless of format or platform (e.g., press materials, social media, customer communications)
- **ethical conduct and transparent business practices**

We are committed to openness and transparency, in particular:

- transparent product information
- implementation of effective and reliable internal governance systems
- responsible interaction with all stakeholders
- transparent lobbying
- collecting feedback and considering external perspectives

We are particularly committed to implementing and monitoring procedures, systems, and processes to:

- **assess risks:** regularly review marketing activities to ensure the highest quality of our products while protecting people and the environment
- **prevent:** provide training to help employees understand laws, regulations, and internal rules
- **act:** take corrective actions when required and ensure transparent reporting and reassessment
- **adapt:** adjust (including restricting) product marketing as required based on risk assessments