

Responsible Marketing Policy

康龙化成（北京）新药技术股份有限公司
Pharmaron Beijing Co., Limited

March 2025

制度版本记录 Policy Version Record		
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1.0	March 26, 2025	Marketing Department

Overview

The Responsible Marketing Policy (the "Policy") is intended to improve and strengthen the sustainable operation and development of Pharmaron (the "Company") and to ensure that the Company meets legal compliance requirements and business ethics when communicating, promoting and marketing the Company's services to stakeholders, while also demonstrating socially responsible values.

Pharmaron is committed to advancing its long-term development strategy that focuses on biopharmaceutical R&D services while also paying close attention to the coordinated development in R&D and innovation for the Company's sustainable development. As part of its mission to support partners' success in the discovery, development and commercialization of innovative medicines, the Company works to ensure that its marketing and advertising reflect the company's focus on science.

This Policy serves as a statement of commitment from the Company's management and senior executives, a guideline for its marketing and communications teams and a promise to its employees, business partners and suppliers.

Scope

This policy applies to Pharmaron Beijing Co., Ltd. (the "Headquarters") and its branches, wholly owned or controlled subsidiaries (respectively and collectively "Pharmaron" or the "Company") and all employees of the Company, including permanent employees, employees under labor dispatching arrangements and temporary employees (collectively, the "Employees").

All forms of marketing activities conducted by the Company, including its content and approach, are subject to industry standards and legal requirements, such as the Federal Trade Commission Act, including the Truth in Advertising Act, the DPA (Data Protection Act) 2018, EU General Data Protection Regulation (GDPR) and UK GDPR, and Advertisements Law of the People's Republic of China, and the related applicable laws and regulations in the countries where the Company does business and promotes its services and capabilities.

Accurate Information Disclosure

The Company should disclose information accurately as required by applicable local laws and regulations and comply with industry standards and guidelines. In addition, the Company will not misrepresent its products, services, or prices; make false or misleading claims about the Company products, services, performance, or track record; or make false or misleading statements about our competitors' products, services, performance, or track record. Unless sufficient research substantiates a comparison between the Company's product or service and a competing product and service, comparative advertising of any sort will not be used, whether by written advertisement or otherwise.

Employees should check with the Company's legal department before using comparative advertising. The Company maintains a repository of all marketing materials, which can be available for evaluation or review if requested.

Privacy Protection

The Company ensures the use of comprehensive privacy protection practices that cover the collection and use of customers' and clients' private information. This Privacy Policy explains how Pharmaron collects, stores, uses, refines, transmits, provides, discloses, deletes or otherwise processes Personal Information, including the Personal Information of our personnel, website users, healthcare professionals, patients, medical research subjects, clinical investigators, customers, suppliers, vendors, business partners and investors.

Reviewing and Monitoring Mechanism

The Company has established a review process to ensure the accuracy of promotional materials. It closely monitors any changes in laws and regulations and adopts them when necessary.

Audit Mechanism

The Company conducts risk-oriented annual audits of initiatives and activities across all operations to ensure full compliance with its policies and procedures and the Code of Conduct.

Environmental Protection and Social Responsibility

The Company promotes environmental protection and corporate social responsibility in accordance with its ESG Approach to Environmental Protection.

Employee Training

The Company trains employees who share approved materials through conferences, events, meetings and other authorized outlets.

Channels for Reporting Policy Violations

Pharmaron's Whistleblower Policy allows employees and non-employees to report any concerns confidentially.

Dissemination and Amendment

The Company reserves the right to amend, alter, or terminate this Policy for any reason. The Company will review the Policy regularly and amend it when necessary.