

# Responsible marketing Policy

Aier Eye Hospital Group Co., Ltd.

## Chapter I General Rules

**Article 1** In order to further regulate the marketing practices of Aier Eye Hospital Group Co., LTD. (hereinafter referred to as "Aier Eye") and its holding subsidiaries/units (hereinafter referred to as "the Group"), ensure that the communication, promotion and marketing of the Group's products and services with stakeholders comply with relevant laws and regulations and business ethics, and demonstrate the Group's values of social responsibility, This policy is hereby formulated.

**Article 2** This policy is applicable to the full-time employees, part-time employees, and temporary employees of Aier Eye Hospital Group and its subsidiaries, as well as Aier brand institutions.

## Chapter 2 Principles of Responsible Marketing

**Article 3** Responsible marketing shall follow the following principles:

(1) Abide by the principles of industry laws and regulations. Any form of marketing activities carried out, including its marketing content and marketing methods, must comply with the applicable legal requirements and codes of conduct where the business operates.

(2) Abide by the principles of company values. Adhering to the brand values of "caring for patients, respecting employees, and returning to society", we join hands with member enterprises and partners to promote the continuous high-quality development of the company and create high value for patients, the country and society.

## Chapter III: Accurate Disclosure of Product and Service Information

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**Article 4** Accurate disclosure of product and service information shall be made in accordance with applicable laws and regulations and industry standards and guidelines of each place of operation, including:

(1) Carry out lawful, honest, accurate and scientific fact-based communication, and prohibit exaggeration, deception and false content in marketing activities.

(2) All advertising and marketing activities are subject to internal audit for accuracy and compliance.

(3) Do not falsely report products, services or prices; do not make false or misleading statements about products, services, performance or performance records.

(4) The group establishes a responsible marketing audit and supervision mechanism, conducts qualification audit and due diligence on marketing team members at all levels and all aspects. All materials of marketing activities need to be reviewed and approved by the authorized management personnel of the company before the marketing activities.

(5) Commitment to Interactions Between Healthcare Professionals and Patient Groups

This Group commits to:

Providing accurate information regarding the company's products/services.

Providing product/service information that is not misleading.

Ensuring ethical interactions with customers and/or healthcare professionals.

Reporting contributions to healthcare professionals in a transparent manner.

Cooperating with patient organizations transparently and ethically while maintaining the organization's independence.

(6) Regulations on Material Approval

Promotional/non-promotional materials must be approved prior to use.

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## **Chapter IV Privacy Protection**

**Article 5** Fully respect and protect the privacy and data of customers or consumers, and shall not disclose the privacy of customers without the knowledge and consent of customers.

## **Chapter V Environmental Protection and Social Responsibility**

**Article 6** Actively promote environmental protection and fulfill corporate social responsibilities, take the initiative to integrate environmental, social and sustainable development concepts into all business links, and do its utmost to provide consumers with products and services that are conducive to society and the environment, including but not limited to:

- (1) Reduce the waste of packaging materials and, where appropriate, provide recycling and disposal services.
- (2) Give priority to materials that contribute to sustainable development.
- (3) Provide quality products with a longer life at an affordable price.

## **Chapter VI Staff Training**

**Article 7** The Group carries out responsible marketing training for all employees every year, so that employees can know, master and comply with the relevant principles and regulations. In addition, for marketing practitioners, the Group shall also organize responsible marketing training related to the business regularly.

The Group's employees are obligated to attend these trainings to understand, master and comply with the provisions of this Policy. After the training is completed, it should be ensured that

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the relevant training records are properly archived, including but not limited to the training content, training schedule, training sign-in sheet or the list of trainees, etc.

## Chapter VII Supervision

**Article 8** The management of Aier Eye Hospital is responsible for organizing and leading the daily operation of this policy within the Group and ensuring the effectiveness of the implementation of this policy. The board of directors of Aier Eye Hospital supervises the implementation of the responsible marketing policy of the Group.

The Group establishes a responsible marketing audit and supervision mechanism to conduct a systematic audit of all marketing and sales operations on a regular basis every year to ensure legal compliance of sales and marketing practices related to products and services.

## Chapter VIII Supplementary Provisions

**Article 9** The Group commits to adhering to the following principles in all direct-to-consumer marketing activities:

**(1) Accuracy of Information.** Clearly specify the medical conditions for which the drug is approved.

**(2) Risk Disclosure.** Present balanced information regarding both the benefits and risks of the drug.

**(3) Digital Channel Monitoring.** Review and monitor activities, content, and materials on social media and digital channels to ensure compliance with relevant guidelines and applicable laws.

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## **Chapter VIII Supplementary Provisions**

**Article 10** Matters not covered in this policy or contrary to the relevant laws, regulations and normative documents shall be implemented in accordance with the relevant laws, regulations and normative documents.

**Article 11** This policy is formulated, revised and interpreted by Aier Eye Group and takes effect from the date of promulgation.