

Fosun Group Responsible Marketing Policy

Fosun Group (refer to Fosun International Limited and its member companies, collectively referred to as “the Group”) adheres to the principle of building a good and entrepreneurship-oriented business, and always pursues the strategic vision of “rooted in China, creating a global happiness ecosystem fulfilling the needs of one billion families in health, happiness and wealth”. We work together with our member companies and partners to promote sustainable high-quality development and create high value for customers, the country and society.

We are committed to ethical sales and marketing practices that meet laws, regulations, social norms and ethical standards. We promise:

- To comply with all laws and regulations dealing with marketing practice and all applicable industry codes in countries or regions where we operate.
- To provide lawful, accurate and scientifically substantiated communication that do not contain misleading information or terminology; especially to ensure that accurate and truthful information about pharmaceutical products is communicated to customers or consumers.
- All advertising and marketing activities shall undergo internal review for accuracy & compliance.
- To fully respect and protect data privacy of customer and consumers.
- To conduct periodic review of marketing and sales business to ensure legal compliance with sales and marketing practices related to products and services.
- To make best efforts to offer consumers socially and environmentally beneficial products and services, including but not limited to: reducing the waste of packaging materials and, if possible, offering recycling and disposal services; preferring supplies that can contribute to sustainable development; offering high quality products with longer product life and at affordable prices, etc.
- To actively carry out and encourage member companies to carry out the internal rational consumption relevance assessment of our products and services, and to guide consumers to make rational purchase and responsible consumption decisions

from multiple dimensions such as product packaging, promotion, and after-sales services.

- To actively promote and encourage member companies to promote effective consumer education activities empowering consumers to evaluate and compare products and services, and to understand the impacts of their choices of products and services on their well-being and on the environment.

In addition, we encourage our major subsidiaries, joint ventures, partners and other related parties to actively abide by the aforesaid undertakings and work with us to promote responsible marketing.