

Our Policies

Marketing & Sales Practices

Update: September 2023

ESG

ZENTIVA

2023 ZENTIVA Marketing and Sales Practices Code

At Zentiva, we are responsible in everything we do, every day. We believe that building a long-term relationship with our customers, that is carried out in an ethical and transparent way, is the right path to success.

This code is applicable for all Zentiva employees and everyone who represents Zentiva towards our customers and/or healthcare professionals (the "Representatives") and summarizes basic rules and principles that shall be followed by the Representatives when marketing and promoting Zentiva's products.

Breach of this Code will lead to disciplinary actions, including dismissal in case of a serious violation.

Interaction with Healthcare Professionals

Our Representatives interact with physicians, pharmacists, wholesalers, distributors, and hospital procurement teams to propose Zentiva medicines based on approved clinical rationale and or commercial terms (where the discussion is commercial in nature).

Zentiva follows all applicable laws, regulations and industry codes of conduct when interacting with healthcare professionals. The Representatives are explicitly prohibited from offering or soliciting any improper payments or other transfer of value to any healthcare professional.

No contribution to healthcare professionals is allowed with the exception of educational materials, promotional items and medical utility items of a negligible value, but never as means of improperly influencing the healthcare professionals.

For more information, please refer to the Corporate Policy on Interactions with Healthcare Community, GOs and Selected TP and the Corporate Policy on Zentiva and Third-Party Events.

Marketing and Sales Practices

At Zentiva, we compete in ethical and correct manner. All our sales and marketing activities must comply with applicable laws and industry codes of conduct.

When marketing Zentiva's products, the Representatives shall provide only information that are accurate, balanced, substantiated, scientifically up-to-date, reliable and compliant with current scientific data and applicable laws. The information provided by the Representatives shall be understandable for its recipients and free of any misleading information.

Promotion may never encourage irrational or dangerous use of a medicinal product, be biased or presented with exaggeration. All of our promotional materials shall comply with the relevant marketing authorization(s) or reference document(s) in force in the country where the promotion takes place. The promotion shall always declare it is a promotion of a medicinal product and shall enable its recipient to form his/her/its own opinion.

When interacting with our customers and/or healthcare professionals, the Representatives shall always ensure that their professional activities are performed in ethical way. Every Representative is especially expected to adhere the following requirements:

1. The Representatives shall not engage in dishonest, misleading or deceptive conduct under any circumstances.
2. All Representatives shall contact customers and/or healthcare professionals in a professional and polite manner.
3. The Representatives are strictly prohibited from using aggressive and/or pushy sales practices in any interaction with customers and/or healthcare professionals.
4. Every Representative is required to demonstrate professionalism and respect when faced with a customer's and/or healthcare professional's rejection, ensuring that their decision is acknowledged with courtesy and without undue pressure.
5. All Representatives shall respect independence of healthcare professionals and never interfere with the relationship and trust between healthcare professionals and patients.
6. The Representatives shall not inappropriately seek any information about competitors when interacting with any customer and/or healthcare professional.
7. Every Representative shall respect opinions of customers and healthcare professionals, readily accept their feedback and seek opportunities for learning and improvement.
8. The Representatives are obliged to promptly disclose any conflict of interest resulting from their interaction with a particular customer and/or healthcare professional.
9. Every Representative shall uphold patient privacy and shall maintain strict confidentiality regarding any patients' related information they observe or hear during their interaction with healthcare professionals.
10. All Representatives shall process and protect personal data and privacy of the customers and/or healthcare professionals (as individuals) in accordance with applicable laws and regulations.

Employees are encouraged to report any suspected violations through established channels. For more information please refer to Corporate Policy on Speak-Up.



Martin Albert

Chief Scientific Officer, Zentiva