



Inclusive Access to Healthcare

for Redcare Pharmacy N.V.

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As an online pharmacy operating in seven European countries, we provide care and medicinal products, as well as digital health services, to close to 12 million customers¹. As per our strategic pillar ‘Patient Care’, we seek to deliver healthcare to people from all layers of society, true to our motto “Until every human has their health”. Since we take this role very seriously, this policy sets out our overarching objective to achieve access to healthcare and social inclusion in our daily operations and work, but also in our long-term vision.

We recognize the fundamental human right to the highest attainable standard of mental and physical health, as enshrined in Article 25 of the Universal Declaration of Human Rights. We respect the UN Guiding Principles on Business and Human Rights and recognize the importance of the OECD Guidelines for Multinational Enterprises Chapter “VIII. Consumer Interests”. These instruments form the basis of our commitment to ‘Patient Care’ and our objective to achieve access to healthcare and social inclusion. They also oblige us to protect our customers’ health and safety, to ensure their data remains private and secure, and to market responsibly.

The 4A’s: accessibility, availability, affordability and awareness

We aim to contribute to good healthcare for everyone in Europe by delivering on **accessibility, availability, affordability and awareness** through our pharmaceutical services and products, through corresponding information for customers and by constructively engaging with health authorities, political decisionmakers and relevant associations. These 4A’s represent solution areas in which Redcare is active to provide good healthcare:

- **Accessibility:** We contribute to a digital transformation which makes access to pharmaceutical services much easier. Customers can access our services at any time and from anywhere.
- **Availability:** The availability of medicines is ensured through optimized logistics and warehousing systems. Redcare Pharmacy invests in intelligent inventory management systems to avoid supply bottlenecks. At the same time, thanks to our extensive procurement networks, we endeavor to ensure that medicines are readily available to everyone whenever they need it.
- **Affordability:** Redcare Pharmacy focuses on fair prices and cost-effective solutions to make medicines affordable for all income groups (regardless of age, gender, educational or professional background). This includes discount schemes, cheaper generic medicine options and cost-effective shipping models. Furthermore, Redcare Pharmacy’s digital and people-oriented pharmaceutical services seek to contribute to better health outcomes while reducing the societal costs of our health care system
- **Awareness:** Raising awareness of potential health issues and available treatments is an important aspect of our work. Redcare Pharmacy contributes

¹ The figure stems from 5 November 2024, Q3 2024 earnings release.

to the health literacy of the population through information campaigns, informative content and regular health checks.

As Europe's leading online pharmacy, we are strongly committed to the 4As. In order to do this, we have defined four goals, which – once achieved – will not just help us grow our business, but which will also significantly advance progress towards the 4As.

Our four goals for inclusive access to healthcare in Europe

- **Rx online available across Europe and to Redcare Pharmacy:** Currently, only eight EU Member States allow the sale of prescription medicine (Rx) online, meaning that 19 EU Member States still do not offer this possibility. Rx online would offer especially the critically and chronically ill people, but also those with mobility impairments, and their carers, a safe and secure option to obtain their medication online and have it delivered to their homes. This also applies to people living in remote areas without direct access to a pharmacy. Together with the European Association of E-Pharmacies (EAEP) – of which we are a member – and with patient organizations across Europe, Redcare Pharmacy is targeting the ongoing revision of EU pharmaceutical legislation. It is proposing an amendment to Article 172 of the Directive on the Community code relating to medicinal products for human use, which sets out the requirements for distance sales to the public. This aims to encourage EU Member States to allow the online availability of prescription medicines from licensed pharmacies in line with single market rules, benefiting all European patients and citizens.
- **Digital EU wallet available across Europe:** The healthcare landscape in Europe is rapidly evolving with digital advancements, and one of the most transformative initiatives is the EU Digital Identity Wallet. Designed to provide a secure, interoperable form of identification across all member states, this digital wallet has the potential to revolutionize the way Europeans access for example their electronic prescriptions. Having a standardized, secure identification system will help to reduce barriers to access, enhance efficiency, reduce costs and secure against misuse. It is therefore a vital improvement for both pharmacists and patients alike. One of the EU Digital Identity Wallet's major advantages is its role in promoting interoperability, particularly in regions with limited access to healthcare services. In rural and cross-border areas, online pharmacies can offer a critical means of access to necessary medications. By integrating the EU Digital Identity Wallet, patients can seamlessly order and receive medications across national boundaries, avoiding the need to travel long distances or face potential language barriers in proving their identity.
- **Access to electronic health records (EHRs) across Europe:** With the European Health Data Space (EHDS) Regulation entering into force in Q1 2025, online pharmacies are recognized as full and equal players in healthcare systems across the EU for the first time. Once the newly regulated practices



are implemented, patients will be able to electronically control their personal health data throughout the EU. Healthcare professionals will gain access to patients' electronic health records (EHRs), which will include patient summaries, electronic prescriptions, medical imaging and laboratory results (known as primary use). To establish a unified health data space, the new rules make the participation for each EU Member State in the MyHealth@EU infrastructure mandatory. This infrastructure will connect national health data access services, facilitating the cross-border sharing of patients' health data among other functionalities. This regulation explicitly includes online pharmacies, recognizing that online pharmacies must be allowed to take part in the MyHealth@EU infrastructure, which is stipulated in Article 12.6 of the EHDS. The regulation even states that different healthcare policies should not hinder the free movement of electronic health services, such as telemedicine, including online pharmacy services. The EHDS will be into force as of 14 2025, with direct applicability starting from Q4 2026. The sharing of primary data, such as electronic prescriptions, will become possible as of Q4 2028.

- **Activities to ensure no one is left behind:** When Redcare Pharmacy refers to offering its patients and customers pharmaceutical care, products and services, we refer here to some key activities we set up to support our patients and customers to the best extent possible. The offering contains amongst others our focus on last mile delivery (ensuring products are delivered to the customers' doorsteps), but also same day delivery through the NOW! concept with our local partner pharmacies, an increased offering of health-related products platform including our marketplace, and last but not least the MyTherapy app, which helps chronically ill people increase medication adherence and well-being. We also constantly optimize our websites and app to increase user experience, for example by improving access and usability for visually impaired people and offering multiple language options.

Accountability

Accountability for the implementation of this policy lies with the CEO. The operational level lies with the Director Public Affairs, the Director Communications and the Executive Director Legal.

Policy availability

This policy is published on Redcare's website to ensure everyone has access to it.