



## Responsible Marketing Policy

for Redcare Pharmacy N.V.

Date | 29.11.2024

Version | 1.0

Confidentiality level | Public

## Objective:

At Redcare Pharmacy, we are in contact with millions of people every day. Not only with our communication and advertising, but also through our web shops, products and services. All we do is tailored towards our vision: Until every human has their health. The most important milestone to reach that vision one day is building lasting and trustful relationships with our customers which can only be achieved if we take the right decisions. Purpose of this policy is to lay out our principles of responsible Marketing guiding our employees and partners in order to build and secure long lasting and trustful relationships with our customers.

## Our Principles:

We as a pharmacy have a special social responsibility, being in the centre of people's health journeys. Thus, for us it is imperative to take the lead when it comes to responsible marketing. Key to this is our commitment to comply with relevant local, national or international guidelines, laws and regulations. But even beyond that we developed principles and actions, guiding our daily doings in all markets and for all brands.

### 1. We start everything with people:

- a. Health is a crucial topic in today's society that needs proper education. That's why we care about a truthful and clear communication and believe in making complex things simple and understandable. This also means our marketing must be credible and information for a sensitive topic like health should be based on science and evidence. We respect these principles in all our content, advertisement and marketing materials. Naturally that means that all marketing we do must be legal, decent, honest and truthful, guided by the [ICC Code](#).
- b. We are extra careful about marketing to children and teens. We will not directly advertise or proactively target children under the age of 18 and anyways always in-line with legal requirements.

**2. We open doors for anyone:** We believe that an open, tolerant and non-stereotyped society will move us all forward. Especially health is a topic for everyone and should not be a privilege, neither in access nor in the way it's communicated. That's why we portray diversity and inclusion in content, advertising and other marketing materials. We also continuously seek to improve accessibility in our web shops and apps and in the way we communicate there.

### 3. We think in lifetimes:

- a. **Transparency:** Different life stages need different things – we provide what's important, being transparent about our products and services so people can make an informed choice. Customers can count on us to deliver full transparency about ingredients, formats, packaging and intake advice.
- b. **Partnerships:** When taking care of our customers, we believe in the power of partnerships. Those partners include for instance



influencers, marketing agencies, suppliers, NGOs, advertising and media partners. We carefully choose our partners for the good of our customers.

- c. **Services:** We work continuously on new services, tools and processes to improve the life of our customers. With the myTherapy app we support millions of patients to adhere to their medication plan and to ensure the highest effectivity of their treatment.

#### 4. We stay mission critical:

- a. **Product safety:** We always put our customers' health first. We will ensure that there is no information provided that might potentially lead to dangerous practices or harmful use in any of our communication also related to the products we place by avoiding cross-sell of selected products That's how we champion safety and safe use of medication in marketing.
- b. **Data security:** Being digital by nature, we pay special attention on the data we collect. We are committed to protect and safeguard the data with which people trust us. As tech is evolving, we will adapt ourselves to sustain this commitment.

#### 5. We thrive in change for the better:

We rigorously work on reducing and improving our environmental footprint throughout the customer journey. Be it in our own operations, our own brand products or the delivery of the parcels, we are committed to net zero 2040 in line with the Paris climate agreement, all measured science-based with our partner <sup>°right</sup>. As part of this commitment, we counterbalance direct marketing emissions by rigorously measuring, documenting and then offsetting them. We internalize cost on the environment via a carbon tax we have introduced voluntarily.

#### Monitoring:

We truly believe that health is a precious good and that we need to take proper care of our customers. We do not prepare or release our marketing communications and activities without appropriate checks against the above principles. Depending on the topic, these are performed by Legal, Marketing, Customer Service, Pharma Control, Compliance and/or Nutritional Science. These checks are in place to ensure that we comply to this policy and the guidance set by the ICC as well as legal requirements.

Issues experienced by our customers can be reported to our customer service team either via phone or email and will be responded to immediately. Additionally, customers have the opportunity to relate feedback and inquiries to us via an arbitration board of the European commission (<http://ec.europa.eu/consumers/odr/>) or the consumer arbitration board in the Netherlands ([www.skge.nl](http://www.skge.nl)).

Further, we implemented the NPS (net promoter score) where we get daily feedback of our customers on how satisfied they are with us in regard of several aspects (i.e. delivery, products, marketing). This valuable feedback helps us to effectively act and improve our marketing efforts.



**Scope:**

This policy applies globally to all Redcare employees, all our brands and own products and services targeted at consumers. This policy includes all marketing communication intended to promote or inform about our brands, own products or services – from the first idea to advertisement in all our communication touchpoints.

**Accountability:**

The Executive Director Marketing is accountable for the implementation and upkeep of the policy. This policy has been adopted by the managing board of Redcare Pharmacy N.V. and its subsidiaries.