

Responsible Marketing Policy

■ Purpose

Classys has established this policy to comply with relevant regulations for marketing, advertising, and promotional activities and prioritize the well-being of society, patients, and healthcare professionals. Our marketing strategy and actions shall be designed to take into account social responsibility and benefit the community.

■ Scope of Application

This policy applies to marketing activities related to product development, production, sales, and service provision by Classys employees. It also applies when sales agencies, marketing agencies, or other business partners modify and use Classys' marketing content and materials.

This policy applies when we do major offline advertising and promotional activities, including publications, advertising installations, exhibitions, and events. It also applies when we do online platforms and content, such as websites, social media, email marketing, and digital advertising.

■ Code of Conduct

① Compliance with domestic and international regulations

We shall strictly comply with applicable laws and regulations on advertising and promotion for its products and services. We shall establish a sound marketing order to ensure responsible marketing activities in accordance with regulations in various countries, including overseas.

We shall not engage in advertising and marketing practices that undermine ethical sentiment. We shall establish marketing strategies that align with social benefits.

② Responsible information provision

We shall ensure that marketing activities deliver accurate and clear information, minimizing the possibility of consumer misunderstanding about its products and services.

We shall avoid advertising and marketing practices that deceive patients, healthcare professionals, and consumers about the efficacy of its products. We take social responsibility by enabling informed and rational choices.

We shall establish trust among stakeholders and convey a positive image by maintaining transparent communication about its products and services.

③ Employee responsibility

Employees and collaborating business partners shall be responsible for marketing, advertising, and promotional tasks shall be required to familiarize themselves with and comply with this responsible marketing policy.

We shall conduct regular educational activities on this responsible marketing policy for employees to ensure its proper implementation.

We shall endeavor to improve the overall level of marketing ethics by conducting transparent marketing ethics education and disclosing performance.

All employees shall be required to report any marketing-related violations they discover directly to the responsible person in the Classys marketing department through immediate and direct means. The responsible manager shall promptly address the reported matter and take appropriate corrective actions if necessary, including modifications, deletions, or reissuing of advertising and promotional materials.

Employees who violate this policy may face personnel consequences, and partnerships shall be reassessed or terminated.



④ Control procedures

We shall establish internal control procedures for marketing, advertising, and promotional activities in order to prevent issues proactively.

We shall undergo a review and approval process by the responsible manager in the marketing department prior to the implementation of the major marketing activities. We shall also conduct self-checks or regular monitoring to prevent potential violations or similar cases.