

OBJECTIVE

Generate a relationship of trust and connect with the consumer through our brands and through honest communication, ensuring transparent information at all times about the use, benefits, ingredients, innovation and launches of our products. We are committed to being fully transparent in spreading information through traditional media, as well as on our websites, social networks, telephone numbers, points of sale, product labels, among others, also, transmitting to the consumer the value of our products, always being aware of their needs.

SCOPE

This Policy is global and applies to each country in which Genomma Lab Internacional, S.A.B. de C.V., its affiliates, subsidiaries and stakeholders, in addition and complementary to the provisions of the laws applicable to each country. If any provision of this policy is in conflict with the provisions of the laws applicable to a particular country, the provisions of the laws of that country shall prevail.

1. DEFINITIONS

CONCEPT	DEFINITION
HUMAN DIGNITY	Inherent value of the human being by the simple fact of being human, as a rational being, endowed with freedom.
DISCRIMINATION	Differential and unequal treatment of a person or group in various areas of social life based on one or more categories, whether real, attributed or imaginary, such as culture, gender, age or social class.
COMMUNICATION CAMPAIGNS	Composition of different strategies and actions that pursue the objective of promoting and managing the relationship with all relevant audiences for a person, company, institution, event, product or service.

2. OUR PRINCIPLES

- All our communication must be legal, ethical, decent, honest and truthful.
- No type of communication and/or promotion shall affect consumer confidence.
- Our commercial advertising must respect human dignity and must not incite or encourage any form of discrimination based on ethnic origin or nationality, skin color, culture, social or economic status, religion, age, gender identity, sexual orientation and/or disability.
- We indicate through clear communication the correct use of our products, without putting consumers at risk.
- Our commercial advertising must not, without exception, contain any visual representation or description of potentially dangerous practices, or situations that show disregard for safety or health.
- We comply with international regulations and local standards applicable to product advertising in the countries where we operate, and we voluntarily align ourselves with the codes of ethics of the industry chambers of which we are members.
- Our communication campaigns shall comply with the principles of fair competition.
- Our communication campaigns shall comply with applicable legislation in terms of regulations, consumer protection and intellectual property.

3. OUR COMMUNICATION

- We make honest and clear presentations of our brands, including their appearance, benefits, performance, performance, performance and ingredients that make up the product and its value, both in absolute terms and in relation to any competing products that may be represented.
 - We use the actual product available to consumers.

- We are committed to developing communication that fully complies with the medical and scientific aspects of our products. All our advertising and promotion is based on valid medical and scientific evidence, in accordance with applicable international drug data, and relevant regulations for OTC drugs and personal care products.
- We do not use scientific terminology and/or vocabulary to suggest or mislead the consumer.
- We use promotional materials and activities after they have been reviewed and approved through procedures that comply with international regulations and applicable local standards. We use them with the target audience in the form in which they are approved for use.
- Our commercial advertising must not contain claims or visual representations that may mislead consumers about the environmental aspects or advantages of our products, or about actions taken in favor of the environment, unless we integrate scientific evidence to support such information.
- Our environmental claims must be clear as to their subject matter, whether it is the product, a specific component of the product, its packaging or a specific component of the packaging.
- We will not provide medical advice. In the event that a consumer seeks medical advice, we will direct the consumer to a health care professional.
- Medical representatives receive medical-scientific training on the products they promote and on the diseases the products are designed to treat.
- Medical representatives safeguard the quality of information provided to health professionals.

4. OUR AUDIENCE

- We guarantee that interactions with our consumers, as well as with health professionals, are always ethical and based on key principles:
 - To provide information about our innovative products and services in an open, transparent, honest, timely and compliant manner.
 - To provide ethical, medical and scientific information about our products.
 - To be committed to and support the safety and efficacy of our products.
 - Marketing and communication is based on valid medical and scientific evidence.
 - Not to provide undue advantages for the prescription of our products.
- We will take special care with commercial advertising featuring infants, children or adolescents. Minors appearing in our advertising will be fairly represented, and will be adequately protected.
- Our advertising is not directed at children.
- When collecting personal data from any individual, their privacy must be carefully respected and protected in compliance with applicable rules and regulations.

This policy is aligned with our Code of Conduct and Ethics, it will be annually reviewed and will be communicated to all members of the organization. The ultimate goal is to promote responsible and correct behavior in terms of communication and content generation, among our employees and for our stakeholders.



Marco Sparvieri
CEO
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