

***The Spirit of the Code:
Our values & principles***

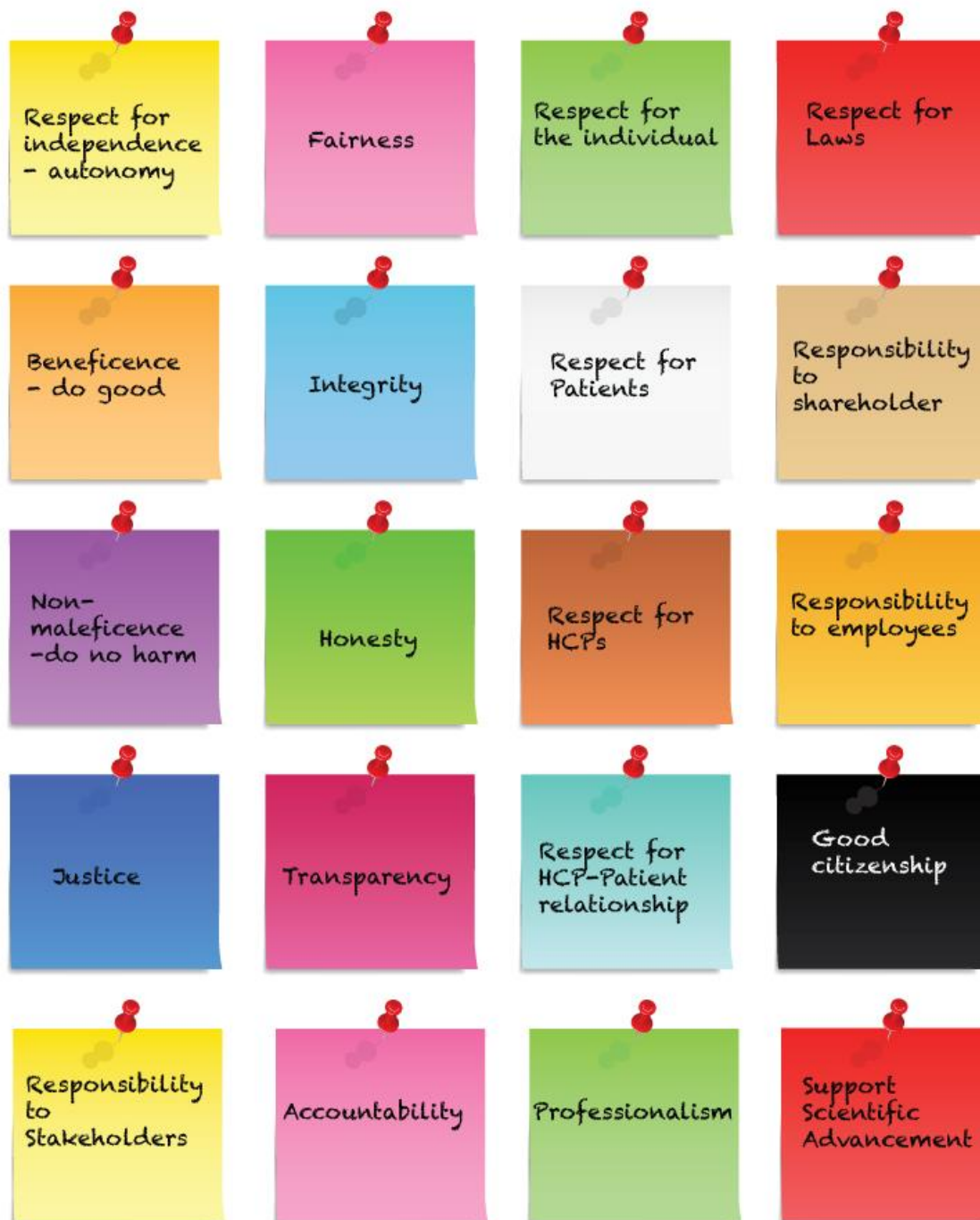


Core Values: Typical held by Pharma Companies



Adapted from corporate websites for Abbott, GSK, Roche, J&J, Pfizer

Values and moral principles



| <i>IFPMA Code Guiding Principles</i> | Relevant Values and Moral Principles | How do I apply this in my daily work? | What are possible consequences of not applying this principle? |
|--|---|--|---|
| <p>1. The healthcare and well-being of patients are the first priority for pharmaceutical companies.</p> | | | |
| <p>2. Pharmaceutical companies will conform to high standards of quality, safety and efficacy as determined by regulatory authorities.</p> | | | |

| <i>IFPMA Code Guiding Principles</i> | Relevant Values and Moral Principles | What this means to me | What are possible consequences of not applying this principle |
|---|---|------------------------------|--|
| <p>3. Pharmaceutical companies' interactions with stakeholders must at all times be ethical, appropriate and professional. Nothing should be offered or provided by a company in a manner or on conditions that would have an inappropriate influence..</p> | | | |
| <p>4. Pharmaceutical companies are responsible for providing accurate, balanced, and scientifically valid data on products.</p> | | | |

| <i>IFPMA Code Guiding Principles</i> | Relevant Values and Moral Principles | What this means to me | What are possible consequences of not applying this principle |
|---|---|------------------------------|--|
| <p>5. Promotion must be ethical, accurate, balanced and must not be misleading. Information in promotional materials must support proper assessment of the risks and benefits of the product and its appropriate use.</p> | | | |
| <p>6. Pharmaceutical companies will respect the privacy and personal information of patients.</p> | | | |

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|--|---|------------------------------|--|
| <p>7. All clinical trials and scientific research sponsored or supported by companies will be conducted with the intent to develop knowledge that will benefit patients and advance science and medicine Pharmaceutical companies are committed to the transparency of industry sponsored clinical trials in patients.</p> | | | |
| <p>8. Pharmaceutical companies should adhere to both the spirit and the letter of applicable industry codes. To achieve this, pharmaceutical companies will ensure that all relevant personnel are appropriately trained.</p> | | | |