



## GLOBAL STANDARD Promoting Our Products

### KEY PRINCIPLES

- **We make sure our statements about our products are accurate, complete, and supported by scientific evidence.**
- **We only promote products for their approved uses.**
- **Our materials and activities are approved through local procedures before we use them.**
- **We do not give medical advice.**

### WHY IT MATTERS

We understand that real patients use our products to help treat, cure, or prevent disease. Because we take patient health seriously, we want healthcare professionals (HCPs) to have the information they need to make the best treatment decisions.

When we talk about our products, we provide accurate information that presents a complete picture of their benefits and risks, based on scientific evidence.

This standard and your local approval procedures, along with our values and behaviours and your own good judgment, will help you make the right decisions when promoting our products.

### WHAT YOU NEED TO KNOW

**Our Patients.** Patients are at the heart of what we do. We promote directly to patients only where the law allows. If a patient asks for medical advice, we direct them to their HCP.

**Our Materials and Activities.** We use promotional materials and activities after they have been reviewed and approved through local or business unit procedures. We use them with the intended audience in the way they are approved to be used.

**Internal Collaboration.** We recognise that whether an activity is seen as promotional depends on the purpose, content, and context, not necessarily the job title of the messenger. When Commercial employees work with Medical or Reimbursement employees (for example, to develop promotional materials), we respect the difference and separation between these groups and do not direct each other's work.

### PROMOTIONAL ACTIVITIES AND MATERIALS

#### What are they?

Promotional activities and materials are tools we use to encourage someone to choose our products. "Choose" could mean prescribe, administer, recommend, purchase, supply, use, or pay or reimburse for, our products. Activities and materials which *appear* to encourage a product choice are also promotional.

#### Why and How We Do It

AstraZeneca's long-term future depends on selling and marketing our products the right way. We follow local and business unit procedures for approval of promotional activities and materials to make sure HCPs get the most accurate information to use in deciding how to treat their patients and to protect our ability to keep delivering life-changing medicines.

We promote our products only after they have been approved. We promote them for their approved uses, consistent with product labelling, to HCPs in appropriate medical specialties.

We do not promote our products for unapproved uses.