

## Sysmex Promotion Code (Overview)

Sysmex Corporation and its subsidiaries (collectively, “Sysmex”) have formulated the Sysmex Promotion Code. Sysmex declares its compliance with this code in promoting the Company’s products.

### 1. Sysmex’s Responsibilities

Sysmex is keenly aware of its social mission and position as a company involved in healthcare. As such, the basic principles of its corporate activities call for Sysmex to share society’s values, provide new value through our businesses, and help people live healthy and happy lives.

Sysmex conducts appropriate promotions in accordance with these basic principles and has in place an internal management framework for observing these principles.

### 2. Code of Conduct

Sysmex employees who are involved in promotion are fully aware of their position as providers of healthcare information representing the Company and its social mission. As such, they faithfully conduct the following.

- When providing information to medical and other institutions, Sysmex employees provide state-of-the-art data, stemming from a clear scientific basis, in an appropriate manner.
- Sysmex employees gather and transmit medical information accurately and promptly.
- When visiting medical and other institutions, Sysmex employees observe the rules these institutions have established, and behave in an orderly fashion.
- Sysmex employees observe related laws and regulations, exercise voluntary restraint, and conduct themselves with common sense as Sysmex employees.
- Sysmex employees respect the essence of the National Public Service Ethics Code and other laws, and strictly abstain from behavior that counterpart healthcare professionals could construe as being illegal.

### 3. Ensuring Fair Competition and Fair Dealing

In transactions involving the Company's products, Sysmex conducts open and aboveboard sales activities based on a strong sense of ethics.

### 4. Advertising and Promotion (Expression in Printed Promotional Materials, Advertisements, etc.)

Sysmex recognizes that its printed advertising and promotional materials, advertisements in specialist magazines (publications), websites targeting healthcare professionals, slides, videos and other audiovisual advertising materials, and other advertising and promotional materials are important means of providing product information. As such, when creating and using such materials, Sysmex abides by the Pharmaceutical and Medical Device Act, as well as related voluntary standards, and produces materials that are accurate, fair, and objective, with content having a scientific basis.

### 5. Prohibition of Slander and Defamation

Sysmex does not slander or defame other companies or their products.

### 6. Prohibition against Unfair Comparison Tables

When creating comparison tables involving the products it provides, Sysmex uses objective data and does not employ unfair methods.

### 7. Provision of Services

Unless rational grounds exist, Sysmex shall not provide benefits, labor or other services to medical and other institutions, or to medical professionals, that conflict with the Fair Competition Code of the Medical Devices Industry in Japan.