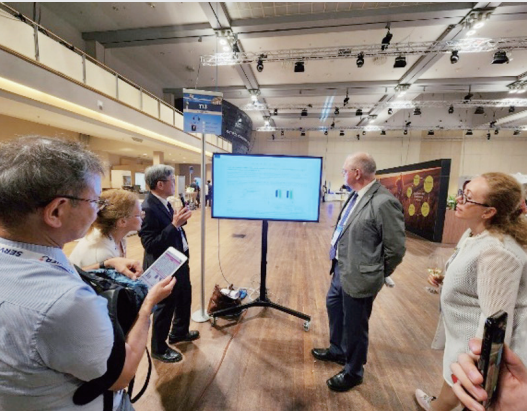


Responsible Marketing

Evidence-based Marketing



Hanmi Pharm's low-dose triple combination drug for hypertension, currently being developed for the first time in Korea, has demonstrated superior therapeutic efficacy and clinical benefits in terms of tolerability, leading to it attracting attention from the medical community at an international academic conference. From May 31 to June 4, 2024, we presented clinical research findings on the low-dose triple combination drug currently under development at the European Society of Hypertension's (ESH) Annual Scientific Meeting in Berlin, Germany. This phase 3, multicenter, randomized, double-blind clinical study evaluated the efficacy of the low-dose triple combination drug in adults with mild to moderate hypertension. Patients were treated for eight weeks, and changes in their systolic and diastolic blood pressure were compared with the standard-dose monotherapy (Amlodipine 5 mg). The results showed that, after eight weeks of administration, the systolic blood pressure in the low-dose triple combination drug group decreased by approximately 18.3 mmHg from the baseline, demonstrating an equivalent antihypertensive effect to that of the control group, amlodipine 5 mg. Since the incidence of adverse events showed no significant differences, the effectiveness of the low-dose triple combination drug has drawn attention from the academic world as an initial treatment strategy for hypertension.

In addition, the results of the two phase-2 clinical trials (HM-APOLLO-201, HM-APOLLO-202) of our "low-dose triple combination drug for hypertension" were presented at the 2022 World Society of Hypertension, where we won the Gold Award for the Best Oral Presentation. In November 2022, we were awarded the "Excellence in Research Award" at the Clinical Research Awards session held at the Korean Society of Hypertension's Autumn Conference. This clinical trial has been widely recognized for its scientific value by domestic and international academic societies. Research evidence continues to accumulate, demonstrating that a low-dose combination drug for hypertension offers effective treatment through multiple mechanisms, strong tolerability, and improved medication adherence for patients. As a result, expectations for Hanmi Pharm's low-dose triple combination drug - currently under development - continue to rise.

Key evidence-based sales and marketing activities by product

Product name	Key activities	Product name	Key activities
Rosuzet	<ul style="list-style-type: none">Secured new evidence, further expanding treatment options for dyslipidemia across various patient groups, with the addition of two new sub-analysis papers from the RACING Trial.Launched the "BTS (Beyond the Statin) Campaign" to spread clinical evidence supporting Rosuzet to healthcare professionals, as Rosuzet became the No.1 outpatient prescription drug in Korea.Reinforced the originality of Rosuzet through satellite symposiums held at major Korean medical societies, including the Korean Society of Lipid and Atherosclerosis, Korean Society of Interventional Cardiology, and Korean Endocrine Society (17 societies and 19 symposiums in total).	Naxozole	<ul style="list-style-type: none">Distributed evidence-based messages for Naxozole, emphasizing its "reduced side effects with stronger efficacy," based on the results of a survey of healthcare professionals.Emphasized the message that the efficacy, safety, and convenience of taking combination drugs can be expected through observational and interventional studies conducted on Koreans.
		Pidogul	<ul style="list-style-type: none">Emphasized the message regarding the efficacy and tolerability resulting from phase 4 clinical trials targeting domestic patients (HOST-EXAM, KOPIDO, HM-PDG-NR, and 2 others).Emphasized the safety, cost-effectiveness, and efficacy of Pidogul through new materials (The HANMI GUIDE, fragrance details) and strengthened the details of the antithrombotic package.
Amosartan Family	<ul style="list-style-type: none">Reinforced the originality of Amosartan by highlighting its clinical advantages through a large-scale symposium, detailed materials, and the distribution of one paper by commemorating the 15th anniversary of its launch.Conducted the ART (Amosartan Train) campaign to emphasize the package details of the Amosartan Family based on the underlying conditions of various patients.Differentiated Chlorthalidone and promoted the benefits of improved adherence (22 societies, 29 sessions) at the satellite symposiums of major Korean medical societies, including the Korean Society of Cardiology.Presented the clinical results of the low-dose triple combination therapy for hypertension (APOLLO-301) at ESH 2024.	Monterizine	<ul style="list-style-type: none">The results of the phase 4 clinical study on Monterizine Chewing Tablets for pediatric patients in Korea was published in the SCIE-indexed journal AAIR (Nov. 2024, IF: 4.1).Conducted a large-scale observational study on Monterizine Capsules and emphasized the possession of Polycap formulation technology, which differentiates it from generics. This strengthened its originality as Korea's first treatment for allergic rhinitis with accompanying asthma.
Esomezol Family	<ul style="list-style-type: none">Published the Phase 3 clinical trial results of Esomezol DR in the SCI-indexed journal BMC Gastroenterology (IF: 2.5) and utilized the material.Published the results of an observational study on Esomezol DR in the Journal of the Korean Society of Gastroenterology (Korean J Gastroenterol).Conducted a detailed campaign to promote the rationale for prescribing PPI over P-CAB, emphasizing its long-term safety and non-inferiority (YES Campaign Series leaflet).Produced materials that emphasize the formulation technology and clinical utility of the Esomezol Family (FC Esomezol integrated literature, Proverbs leaflet, HMP-linked questionnaire leaflet).	Mirabek	<ul style="list-style-type: none">Conducted the first large-scale observational study on Korean patients administered with Mirabegron, which was independently developed and manufactured by Hanmi Pharm.Published the results of the Phase 4 clinical trial of Mirabek SR Tablets in the SCIE-indexed journal ICUROLOGY (Dec. 2024, IF: 2.5).
Hanmi Tams	<ul style="list-style-type: none">The only company in Korea that offers Tamsulosin in full dose (0.2 mg, 0.4 mg) and all formulations (capsule, ODT).Conducted the first phase 4 study on Tamsulosin 0.4 mg in Korean patients, demonstrating its efficacy and safety.	RaboneD	<ul style="list-style-type: none">Maintained the No.1 position in the osteoporosis oral medication market for six consecutive years and launched a campaign emphasizing the expansion of insurance coverage for osteoporosis treatments.Published the results of the Phase 4 clinical study of RaboneD administered to osteopenia patients in Korea in the SCIE-indexed journal JBMR Plus (Jul. 2024, IF: 3.4).

Responsible Marketing

Digital marketing

Medical Professional Portal "HMP"

The live symposium organized by HMP, Hanmi Pharm's professional portal for medical professionals, covers a wide range of topics and features high-quality lectures delivered by renowned domestic speakers. By 2024, HMP had conducted a total of 4,507 cumulative lectures about 130 products, with a combined attendance of 3,015,042 participants.

To offer more in-depth information about diseases, HMP has introduced an oncology lecture series that is not easily accessible in the medical industry, while also rapidly delivering the latest trends discussed at major international conferences. Additionally, HMP became the first pharmaceutical medical professional portal to offer an AI chatbot service. As a result, according to the 2024 survey on "Doctors' Online Usage and Digital Marketing" conducted by the medical portal MediGate, Hanmi Pharm ranked first in digital marketing awareness. HMP also received positive recognition, ranking first in both subscription rates and revisit rates within a month across clinics and general hospitals in 2024.



No. of lectures delivered via
Live Symposium

4,507times

Cumulative no. of
participants in Live
Symposiums

3,015,042persons

Cumulative no. of speakers
at Live Symposiums

1,880persons

No. of items covered at Live
Symposiums

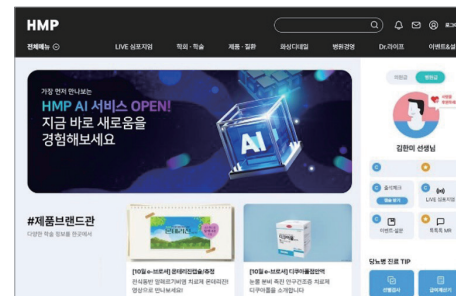
130products

"i-Hanmi," a Video Detailed Service

Customers can receive useful information on the latest products and diseases at their desired time and location through i-Hanmi, a one-to-one video detailed service that delivers key information on a product or a disease in "5 minutes." This one-to-one detailed service delivers not only information on products and diseases, but also the latest evidence-based medical information, such as domestic and overseas guidelines, reimbursement criteria, and overseas prescription trends. We have provided approximately 55,000 accumulated detail services since 2016, while a cumulative total of 7,000 participating customers have used the service. During the COVID-19 pandemic, we actively carried out contact-free marketing to such an extent that over 10,000 detail services were conducted each year.

Disease Video Campaign "Doctor in My Ear"

The disease awareness video campaign "Doctor in My Ear," operated by Hanmi Pharm on YouTube, allows renowned medical experts to share their knowledge and insights on diseases in which people are highly interested. Through this, viewers can gain valuable information to help them with the treatment, prevention, and management of various conditions. The channel has steadily gained popularity, attracting 22,073 subscribers and accumulating 5,017,059 views. It offers practical contents by selecting timely agendas and providing detailed insights into treatments and specific diseases. In addition, all revenues generated from the YouTube channel are donated to support patients, contributing to our social responsibility efforts.



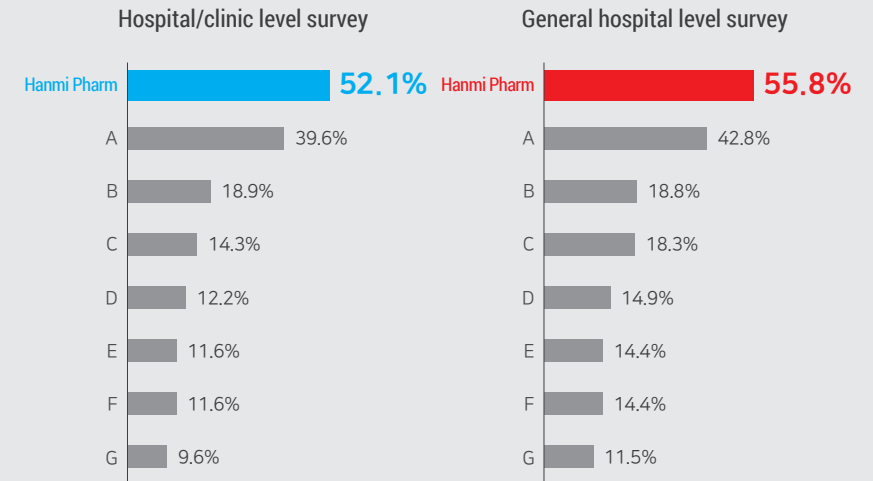
Medical professional portal "HMP"



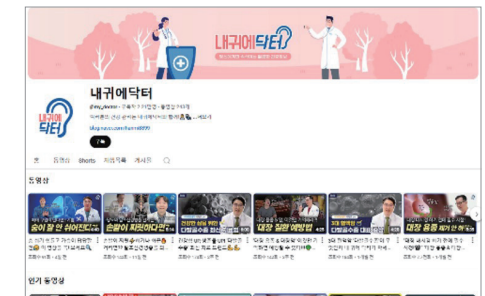
Video detail service "i-Hanmi"

We Ranked First among Excellent Pharmaceutical Companies in Digital Marketing for 5 Consecutive Years

Among domestic pharmaceutical companies recognized by customers for their "excellent" digital marketing activities, Hanmi Pharm ranked first for five consecutive years, with 52.1% of hospital/clinic-level evaluations and 55.8% of general hospital-level evaluations.



* Source: "Hanmi Pharm's HMP is the pharmaceutical company website most visited by general hospital doctors." (MediGate News/Oct. 15, 2024)



Disease video campaign "Doctor in My Ear"

Responsible Marketing

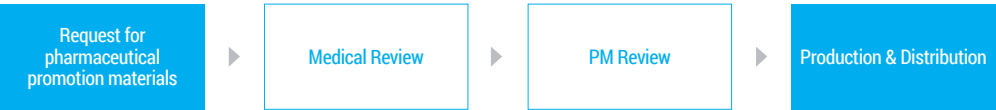
Ethical Marketing

Hanmi Pharm engages in ethical marketing based on applicable laws and regulations related to pharmaceutical advertising and promotion, including the guidelines provided by the Ministry of Food and Drug Safety. The most important virtue of a pharmaceutical company is to deliver the latest medical information, accurate information on side effects, and the risks for health care professionals. As such, we carry out our marketing and sales activities in an ethical and appropriate manner. Furthermore, to promote fair competition, we prohibit illegal marketing activities such as false advertising or unreasonable price increases.

Management of Pharmaceutical Promotional Materials

All marketing-related materials produced by Hanmi Pharm are strictly managed in accordance with regulations on compliance as well as the internal guidelines outlined in the “Regulations on Reviewing Pharmaceutical Promotional Materials.” To ensure that all materials are based on approved information and medical evidence, they undergo a thorough review and approval process by the medical team’s MIS (Medical Information Specialist) and medical director.

Pharmaceutical Promotional Material Review Process



Medical Review	Review according to an independently produced checklist based on licenses, quoted theses, safety data, etc.
PM Review	Review of the general principles of matters related to the status of compliance with the Pharmaceutical Affairs Act, consistency with permission, reliability, fairness, objectivity, and clarity with licenses, and currency of information.

Management of Accurate Product Information and Labeling

Prescription drugs are the major product line of Hanmi Pharm, however PR and the promotion of prescription drugs to patients is strictly prohibited according to current Korean law. Hence, we are working hard to deliver accurate information about prescription drugs based on the types of information that can be disclosed. We comply with related laws and regulations in delivering information on all our products and take extra precautions to ensure that all such information is based on hard facts and that it contains no exaggerations, errors, or false statements. In addition, we disclose the superior efficacy of our technologies and products at conferences for healthcare professionals; furthermore, when we engage in marketing and PR activities, we review whether there is any likelihood of our product information falling into the wrong hands or being distorted as it is passed on.

① Explanation of How to Use High-risk Products

The product labeling of Hanmi Pharm is an indicator that provides information on the main ingredients of medicine. Thus, the inclusion of accurate information on every product label is very important. Because prescription drugs are provided to healthcare professionals, our labeling focuses on delivering essential information¹⁾ without omission. For some high-risk products, we submit a Risk Management Plan (RMP) to the MFDS. Products accompanied by an RMP come with a user manual designed for patients who have to obtain prescriptions for the relevant medicines and who use them personally. It is recommended that the manual be made available in hospitals and pharmacies. Furthermore, we provide information on the medicines consumers need, indicating their efficacy, usage and dosage, and precautions for use.

1) Essential information: Product name, amount of raw pharmaceutical materials, description, efficacy/effect, usage/dose, precautions upon use, methods of storage, packaging unit, customer service center, product expiry date, etc.

② Labeling Review & Violations

Hanmi Pharm makes thorough efforts to review whether our products fully comply with the laws and regulations; aims to prevent exaggerations and misleading advertisements by ensuring that all our products are labeled accurately; and conducts evidence-based marketing.

Labeling & Advertising Violations in 2024

Classification	2023	2024
Cases	1	0