

# RULE FOR CORPORATE MARKETING SPONSORSHIP BY SOPHARMA AD

## Corporate mission and values

Sopharma AD is a leading pharmaceutical company with a long history and a producer of high-quality medicine products.

Guided by the philosophy that life is good when we are healthy, we at Sopharma AD will continue to offer our customers the best they deserve and will make our employees and partners part of our success.

During its long 80-year history, our company has supported activities, projects, organizations and individuals, who bring benefits for the society. This mission of ours will continue in the future. In order to help those who believe they have significant projects in need of support and have decided to turn to us, we developed these rules, consistent with our mission and corporate values.

The fundamental pillars of our corporate culture, through which we strive to achieve satisfaction of our customers, to maintain and expand our positions on the pharmaceutical market and which are the basis for the selfless behavior of our employees are: discipline, professionalism, corporate ethics and of course - recognition and appreciation of great efforts.

## Corporate sponsorship policy

Guided by our historical experience and our vision of corporate sponsorship, we are ready to support individuals, teams, organizations, programs and events whose focus is somehow related and/or close to the field of activity of our company. In exchange, we would expect the sponsored individuals to provide us with the opportunity to promote our brands and the portfolio products of Sopharma AD during the implementation of the project and/or the conduction of an event.

The sponsorship program of our company is aimed primarily towards projects, programs and activities in the field of prevention and protection of the public health and the environment, but we also supported projects in other areas as long as they are of public, scientific and/or practical significance.

## Projects and requests we would support

The requests that will be reviewed with higher priority must:

- fall within at least one of our core areas of sponsorship;
- meet our corporate values;
- provide a potential expansion of our customer base;
- provide significant advantages that can be used in marketing and business relations, not be supported by competing manufacturers of medicinal products; and
- allow for the inclusion of a wide range of people - from the company's employees through distributors and customers and to the wider public circles.

Regardless of the area of the project and/or event, we would support organizations that:

- are reliable;
- have proven skills in managing sponsorship or socially significant events, including successfully organized and conducted promotions;
- have demonstrated experience in adding value to the partner organization (the sponsor);
- are able to provide a sufficient amount of information about their management and professional team and their financial condition and reliability.

## Unsuitable requests

We would not have considered proposals for support, which constitute or contain in themselves and/or their nature implies that they are:

- a threat to the society and/or the environment;
- affect and/or discriminate against minority, ethnic, religious groups or groups formed by any other social characteristic;
- do not meet the anti-corruption practices, the general ethical rules and laws of the Republic of Bulgaria and of the European Union and/or break them.

We would not help individuals, organizations and events for which there is sufficient evidence to assume that they are or will be sponsored by competitors of Sopharma AD.

## Request requirements

In order to be reviewed and discussed, the sponsorship request must meet certain requirements, including the following information as a minimum:

- basic information about the event and/or project - time and place of the event, whether it is a onetime or continuous/periodic program;
- the range of persons and/or social groups targeted by the event;
- a summary of the marketing plan - planned and approved marketing activities, promotional schemes and projected advertising budget;
- information about other sponsors, including potential ones, who have already been contacted or will be contacted with a sponsorship request;
- a description of the benefits for the company upon participation as a sponsor of the event/project;
- schedule of preparation stages and the implementation of the event/project;
- statement by the applicant regarding the history of their relations with Sopharma AD and the possibility of a long-term partnership;
- amount of the requested support.

## Request review, decision taking and notification

The company declares itself ready to review the requests meeting the aforementioned requirements. Our experience shows that the sponsorship requests considerably exceed our budget for such purposes, so that we cannot approve all proposals. Therefore, Sopharma AD reserves its right to support those requests, which most closely meet the business goals and mission of the company.



When submitting a sponsorship request, applicants must expect at least a 3-month period between the submission of the request and the final decision on our part regarding our participation in its support.

An expert panel will review all inquiries and sponsorship requests in order to establish their appropriateness, applicability and necessary resources. The approved proposals will be presented to the Board of Directors for final approval. Applicants will be notified of the decision.

The specific relationship between Sopharma AD and the projects, approved for sponsorship, will be settled in individual contracts for sponsorship.

## Contacts

Requests, containing full contact details may be submitted by post and/or by email: [media@sopharma.bg](mailto:media@sopharma.bg).