品质为先

我们致力于促进中医药传承创新发展，推进健康中国建设，增进民生福祉，提高人民生活品质。在新时代抓住创新驱动发展的机遇，应对药材和药品质量安全风险，成为公司实现高质量、可持续发展的重要支撑。

强化质量管理

我们全面落实产品质量主体责任，严格遵守《中华人民共和国药品管理法》《中华人民共和国药品管理法实施条例》等法律法规，在生产的全过程中切实保障产品质量，对客户健康负责。报告期内，华润三九各下属生产企业通过 FDA、欧盟、ISO9001 等质量认证 24 个；5 家生产企业通过 ISO 9001 认证；接受并顺利通过 GMP 符合性检查 57 次。

为深入推动全员质量行动并加强员工质量风险意识，我们持续推进质量文化建设，开展多种形式质量文化宣传与安全质量主题培训，提高全员质量意识，确保员工掌握质量控制的核心技能和规范要求，推动企业高质量发展。

我们依据《质量方针和目标管理制度》，每年统筹制定下一年度公司级质量目标，并逐级分解至各下属企业、部门及关键岗位，确保“目标到岗、责任到人”；我们每年组织开展市场流通产品的抽检评价工作。企业内部通过预防性测试解决新出现的质量与安全问题，进一步降低质量风险；我们加快推进制造业数字化、智能化升级积极探索新技术应用，推动质量控制从“事后检验”向“过程可控、源头预防”转变。

责任营销

我们持续完善负责任营销管理架构和职责，保障体系的平稳运行。营销管理部门负责组织并领导负责任营销相关日常工作，并由管理层对负责任营销的执行情况进行监督。

我们坚持以真实、合法、健康的表现形式表达广告内容，严禁虚假或有误导性的宣传。公司严格遵守《中华人民共和国广告法》《中华人民共和国药品管理法》《药品说明书和标签管理规定》等要求，对消费者负责。公司在报告期内发

布了《负责任营销政策》，明确针对内外部人员的负责任营销要求，实现负责任营销的规范化管理。公司建立负责任营销审核和监督机制，所有营销材料必须经过批准，并定期对营销和市场行为进行检查，避免出现误导、隐瞒信息等情况。

公司审计部定期开展对电商平台营销、销售业务部门的审计监督，审计维度包括营销费用管理、对医疗专业人士（HCP）沟通准则合规性的评估等方面，并要求相关部门对发现的问题限期进行整改，促进营销活动的合规性。此外，我们针对重点关注领域开展专项审计。

防范供应商风险

我们将防范供应商风险视为供应链管理的关键一环。通过构建风险应对机制和实施有效举措，确保供应链的稳定与安全，助力企业可持续发展。

我们实施双源采购策略，保障生产全周期原料、辅料、包材等环节的稳定供应，绝大多数物料配置 2 家以上不同地区的合格供应商；对于核心供应物料，布局建设备份基地；持续开展核心物料供应风险评估和预警工作，积极了解核心物料供应市场情况，基于面临的供应风险制定短中长期应对措施，协调有助于解决供应风险的各方力量，建立保障供应安全的渠道；同时建立产品优先级管理机制，划分保障等级，在供应承压场景下优先保障关键产品生产供给。

我们和下属生产企业每年对直接供应商开展质量综合考评，动态分析评定供应商，依据评级结果制定差异化审计与风险管控策略。在对一级供应商的现场审计中同步延伸核查其对二级供应商的管理文件、执行情况及质量审计记录，对发现的问题出具审计缺陷并跟进整改，确保二级供应商质量体系与产品质量合规。

我们每年依据年度审计计划对全体供应商开展质量审计和培训，并针对审计过程中识别的缺陷及薄弱环节，培训效果达到预期。

我们每年面向全体供应商组织开展产品质量安全及合规管理培训，培训率达到 100%。

Quality-First Principle

We are committed to promoting the inheritance and innovative development of traditional Chinese medicine, advancing the Healthy China Initiative, improving people's wellbeing and enhancing their quality of life. Seizing opportunities for innovation-driven development in the new era and addressing quality and safety risks of medicinal materials and pharmaceutical products serve as critical underpinnings for the Company's high-quality and sustainable development.

Strengthen Quality Management

We fully assume primary responsibility for product quality and strictly abide by laws and regulations including the *Pharmaceutical Administration Law of the People's Republic of China* and the *Regulations for the Implementation of the Pharmaceutical Administration Law of the People's Republic of China*. We effectively guarantee product quality throughout the whole production process and take responsibility for customers' health. During the Reporting Period, subsidiaries of China Resources Sanjiu have obtained 24 quality certifications including FDA, EU and ISO 9001 certifications; five manufacturing subsidiaries have passed ISO 9001 certification, and have undergone and successfully passed 57 GMP compliance inspections.

To further drive company-wide quality initiatives and raise employees' awareness of quality risks, we continuously foster a quality-oriented corporate culture. We roll out diverse quality-culture communications and thematic training on safety and quality to enhance all employees' quality awareness, ensure they

master core quality-control skills and regulatory requirements, and fuel the Company's high-quality development.

In accordance with the *Management Measures for Quality Policies and Objectives*, we formulate corporate-level quality objectives for the subsequent year on an annual basis, which are cascaded to subsidiaries, departments and key posts to ensure "objectives assigned to posts and responsibilities assigned to individuals". We conduct sampling inspection and evaluation of products in market circulation every year. Newly-emerging quality and safety risks are addressed via preventive in-house testing to further mitigate quality risks. We accelerate digital and intelligent upgrading of manufacturing and actively explore new-technology applications, shifting quality control from "post-hoc inspection" to "controllable processes and source-based prevention".

Responsible Marketing

We keep refining the governance structure and responsibilities for responsible marketing to ensure stable system operation. The marketing management department organizes and leads day-to-day responsible-marketing activities, while management oversees implementation performance.

We express advertising content in a truthful, lawful, and healthy manner and strictly prohibit false or misleading promotion. We strictly comply with the *Advertising Law of the People's Republic of China*, the *Pharmaceutical Administration Law of the People's Republic of China*, and the Provisions on the Administration of Drug Instructions and Labels, and remain accountable to consumers. During the Reporting Period, the Company issued the Responsible Marketing Policy, clarifying responsible marketing requirements for internal

and external personnel and realizing standardized management of responsible marketing. A responsible marketing review and supervision mechanism has been established. All marketing materials must be approved, and marketing and market conduct are regularly inspected to prevent misleading or concealed information.

The Company's Audit Department regularly audits e-commerce marketing and sales departments. Audit dimensions cover marketing expense management and assessment of compliance with communication guidelines for healthcare professionals (HCPs). Relevant departments are required to rectify identified problems within prescribed time limits to enhance compliance of marketing activities. Special-purpose audits are also carried out for high-priority focus areas.

Mitigation of Supplier-Related Risks

Supplier-risk mitigation constitutes a core component of our supply-chain management. By establishing risk-response mechanisms and rolling out effective measures, we secure supply-chain stability and safety and underpin the Company's sustainable development.

We adopt a dual-sourcing procurement strategy to guarantee stable supply of raw materials, auxiliary materials and packaging materials throughout production cycles. Most materials are supported by two or more qualified suppliers located in different regions. Backup production bases are built for core supply materials. We conduct ongoing risk assessment and early-warning exercises for core-material supply, keep track of market conditions, and formulate short-, medium- and long-term countermeasures against identified supply risks. We coordinate relevant stakeholders to address supply risks and establish channels to safeguard supply security. Meanwhile, a product-priority management mechanism is implemented to define

protection grades, so as to prioritize production of key products amid supply-stress scenarios.

Every year, we and our subsidiaries conduct comprehensive quality evaluations of direct suppliers. Suppliers are dynamically analyzed and assessed, and differentiated audit and risk-control strategies are adopted according to rating results. During on-site audits of tier-one suppliers, we extend our verification to their management documents, implementation records and quality-audit records for tier-two suppliers. Audit findings are raised for identified issues, with follow-up rectification tracked, to ensure tier-two suppliers' quality systems and product quality remain compliant.

We conduct quality audits and training for all suppliers annually in accordance with our audit plan. The training addresses deficiencies and weaknesses identified during audits and achieves the expected results.

Annually, we conduct training on product quality, safety and compliance management for all suppliers, with a 100% training coverage rate.