

# Responsibility to Our Customers

## Basic Stance

Throughout the Group, Sumitomo Chemical is working to provide high-quality products and services that can be used safely while satisfying customers' recently diversifying needs, and sales managers and customer consultation offices provide support tailored to products and specific details.

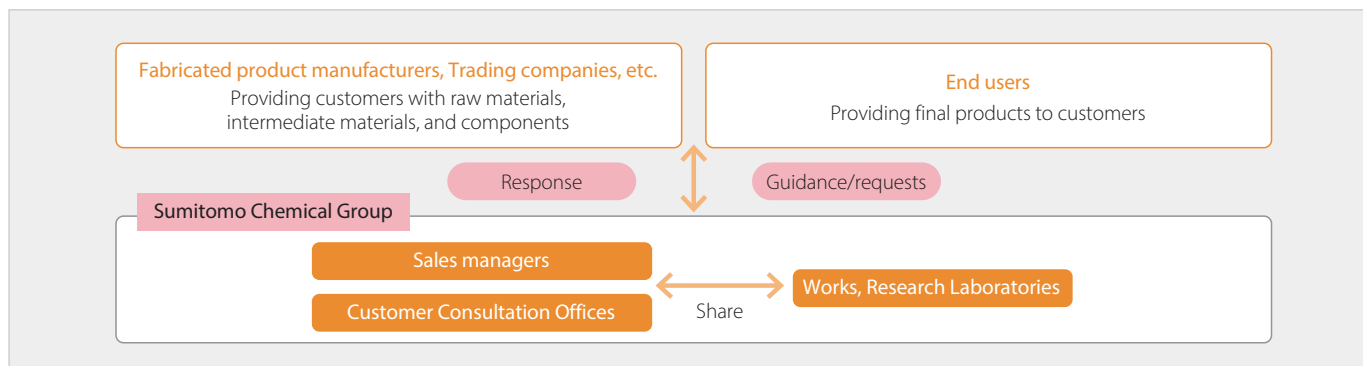
Business & Products

<https://www.sumitomo-chem.co.jp/english/products/>

## Management System

Sumitomo Chemical works to accurately and rapidly reflect customers' requests in product development and improvement by sharing this information among Works, Research Laboratories, and sales personnel. In addition, data on customer inquiries and requests for improvements in product quality are stored on an internal database to prevent similar issues from occurring.

### Customer Communication System



## Examples of Initiatives

In this section, we will introduce the Sumitomo Chemical Group's initiatives in agriculture and gardening related products that are closely entwined with customers' daily lives.

### Product Development for Sustainable Agriculture

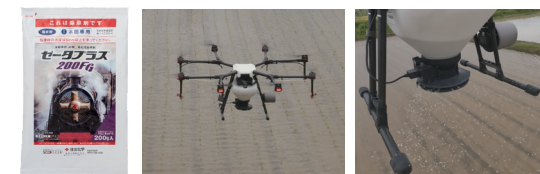
Sumitomo Chemical's AgroSolutions Division-Japan is focusing on developing new sustainable agricultural technologies and products for smart agriculture and new biorational products, with an eye on developing and promoting new formulations with new effects and on the changing structure of agriculture going forward.

#### ● Fertilizers

The amount and rate of release of a fertilizer into the soil can be adjusted by coating the surface of the fertilizer particles with resin. The Company helps reduce environmental impact by developing coated fertilizers cloaked in resin films calibrated to degrade in soil.

#### ● Weedkillers for Rice Paddies

In smart agriculture, to make operations more efficient and less labor intensive, more agricultural drones are being utilized. In the field of herbicide for rice paddies, the Company is working to expand its series of the new formulation called FG (Floating Granule), which is self-diffusing and suitable for being sprayed by drones.



FG formulation product packaging and aerial photos of drone spraying

#### ● Biorationals and Botanicals

The Sumitomo Chemical Group defines biorational products as naturally-derived microbial-based crop protection products, plant growth regulators, and rhizosphere microbial materials, as well as the solutions that use them to protect crops from pests or improve the quality or yield of crops. In addition to biorationals, we vigorously work to research and develop new botanical products. In the field of biorationals and botanicals, we further accelerate the research and development of products that contribute to sustainable agriculture.

## “Natural Products” Designated Symbol



(Registered trademark of Sumitomo Chemical)

Natural Products is our brand name which is used for our naturally derived products and products that contain ingredients derived from natural products, which are offered by Sumitomo Chemical and the Group companies Sumitomo Chemical Garden Products Inc., SC Environmental Science Co., Ltd., and Sumika Technoservice Corporation.

Reflecting growing compliance with SDG initiatives and environmental awareness, low environmental impact products are increasingly becoming a requirement in all facets of pest control, encompassing everything from crop protection in farming and plant protection in gardening to insect control at home and public hygiene management. The Sumitomo Chemical Group, a leader in providing a wide range of naturally derived products, including biorational and botanical items, is carrying out unified branding activities to increase public awareness of these goods in Japan.

### Target Areas of Naturally Derived Products Sold by Group Companies

Company name	Target areas of naturally derived products
Sumitomo Chemical Garden Products Inc.	Home gardening
SC Environmental Science Co., Ltd.,	Household insecticides
	Termite Control Operation
	Pest Control Operation
Sumika Technoservice Corporation	Natural enemy insects
Sumitomo Chemical Co., Ltd. (AgroSolutions Division - Japan)	Crop protection products for agriculture
Sumitomo Chemical Co., Ltd. (Environmental Health Division)	Household insecticides
	Termite Control Operation
	Pest Control Operation

Natural Products | Sumitomo Chemical Co., Ltd. (sc-natural-products.com) (Japanese only)

<https://www.sc-natural-products.com>

## Communicating with Customers

### Enhancement of Information Dissemination Tools

In 2002, Sumitomo Chemical's AgroSolutions Division-Japan launched the website i-noryoku as a means of supporting agricultural producers by providing a variety of relevant agricultural information. In addition to the website, we also provide farmers with simple and easy-to-understand product information through social media platforms like Facebook and YouTube via posts and videos.

The division established a customer support office related to Sumitomo Chemical's crop protection chemical products, fertilizers, and plant growth regulators. The division promotes business operations based on the basic stance of prompt, appropriate, and sincere service provided with an awareness of the customer's perspective and ensuring legal compliance.

Furthermore, we respond to questions about gardening. Consultants strive to closely engage with customers to ensure that they can properly and effectively use the Company's products.

Sumitomo Chemical i-nouryoku (Japanese only)

<https://www.i-nouryoku.com/index.html>

The YouTube channel of Sumitomo Chemical's AgroSolutions Division-Japan (Japanese only)

<https://www.youtube.com/channel/UCk0GEjn4LXD7dxEf9uSfnlw>

The Facebook page of Sumitomo Chemical's AgroSolutions Division-Japan (Japanese only)

<https://www.facebook.com/住友化学アグロ事業部-101167691634705/>

Sumitomo Chemical Garden Products Inc. is working to enhance its websites to ensure the provision of easy-to-understand information to a variety of gardeners. The YouTube channel shares content ranging from product information videos to instructions on how to prepare diluents and read registration slips, as well as Garden Doctor TV, which covers key points about growing and caring for plants and combating pests.

Sumitomo Chemical Garden Products Inc. official website (Japanese only)

<https://www.sc-engei.co.jp>

Sumitomo Chemical Garden Products' YouTube channel (Japanese only)

<https://www.youtube.com/c/scengeich/playlists>

### ● Improvement of Usability

To enhance convenience and solve problems for customers and business partners, Sumitomo Chemical Garden Products Inc. has established and operates services based on web contents, including the Garden Doctor™ AI, which is an AI image diagnosis tool that enables customers to easily diagnose plant diseases and pests, and a service that employs the user's current location data to find the nearest store that carries specific products.

In addition, based on the diversifying needs of users who enjoy gardening, we are proactively working to create easy-to-use product designs and improved packaging that uses eco-friendly materials.



Sumitomo Chemical Garden Products' Garden Doctor™ AI (Japanese only)

<https://www.sc-engei.co.jp/gardendocor.ai>

## Initiative for Access to Healthcare

Sumitomo Chemical started its pharmaceuticals business as the first Japanese company to manufacture synthetic pharmaceuticals based on its advanced organic synthesis technology. Our Group company Sumitomo Pharma Co., Ltd. considers the below listed items to be part of its duty to its customers in the pharmaceutical business.

### Promoting Healthcare Innovation

As a research and development-oriented pharmaceutical company with a global presence, the Sumitomo Pharma Group is striving to enhance its innovation base with new approaches to drug discovery and to deliver unparalleled clinical development. We will contribute to not only treating patients but improving the quality of life (QOL) of patients and their families by continuously developing innovative pharmaceuticals and healthcare solutions that address unmet medical needs.

### BENICA X NEXT™ Spray

Sumitomo Chemical Garden Products is researching customer concerns through marketing surveys and working to develop products to solve those issues. The company developed a longer trigger for BENICA X NEXT™ Spray that is more comfortable and easier to pull even when spraying continuously.





### Grass Killer Mega Long Shower GT

The company is working hard to increase the usability of Grass Killer Mega Long Shower GT by developing its bottle through cooperative research with ergonomic experts in order to lighten users' burden, especially by enabling people without much physical strength to scatter the product easily.



## Targets and KPIs for Material Issues

Material Issues	Targets	KPIs	Targets of KPIs
Development of innovative products and healthcare solutions  	Support the betterment of healthcare and fuller lives of people worldwide by continually creating innovative products and healthcare solutions that respond to diverse medical needs, including predictive, preventive, personalized, and patient-engaged medicine (i.e., solutions that enable optimization of the conventional therapeutic systems and radical cures), as we always stay close to patients	1. Number of products launched	<b>Target number of products launched from fiscal 2023 to fiscal 2027</b> • Psychiatry & Neurology: 7 products (including 2 regenerative medicine/cell therapy and 4 non-pharmaceutical solutions) • Oncology: 2 products • Others: 3 products (including 1 non-pharmaceutical solutions)
		2. Number of products in the development pipeline	<b>Number of products that have achieved phase transition from fiscal 2023 to fiscal 2027</b> • Phase 3 transition: 4 products • Phase 2 transition: 6 products • Start of corporate clinical studies for regenerative medicine/cell therapy: 5 products • Start of corporate clinical studies for DTx: 5 products
		3. Work motivation of research & development staff	• Use SMP Opinion*1 to maintain/increase their satisfaction*2 with work motivation

\*1 Company-wide questionnaire using Qualtrics Employee XM by Qualtrics, Inc.

\*2 Average score out of 5 points in the research & development departments

Sumitomo Pharma's website: New Drugs Approved

[https://www.sumitomo-pharma.com/rd/pipeline\\_new-medicine/new\\_medicine.html](https://www.sumitomo-pharma.com/rd/pipeline_new-medicine/new_medicine.html)

### Fair Marketing

(Refer to section "12. Cooperation with Healthcare Professionals, etc.," "13. Sales, Marketing and Information Communication Activities" of Sumitomo Pharma's Compliance Standard for more details.)

Sumitomo Pharma's website: Compliance

[https://www.sumitomo-pharma.com/profile/compliance\\_risk-management/compliance](https://www.sumitomo-pharma.com/profile/compliance_risk-management/compliance)

### Transparency in Partnerships with Patient Groups and Medical Institutions

As a member of the Japan Pharmaceutical Manufacturers Association (JPMA) which issued its Transparency Guideline for the Relation between Corporate Activities and Medical Institutions and its Transparency Guideline for the Relation between Corporate Activities and Patients' Groups, Sumitomo Pharma established

its own Guidelines for Transparency in Partnerships with Medical Institutions in October 2011 and Guidelines for Transparency in Partnerships with Patients' Groups in April 2013. In accordance with these guidelines, the company publicly discloses information on its corporate website on such issues as payments that the company makes to medical institutions, healthcare professionals, patient groups and patient advocacy groups.

### Our Approach to Promotional Activities for Healthcare Professionals

In compliance with the IFPMA Code of Practice, the JPMA Code of Practice, and Guidelines for Prescription Drug Marketing Information Provision issued by the Ministry of Health, Labour and Welfare, Sumitomo Pharma has drawn up the "Rules for Marketing Information Provision" and established the Department Responsible for Supervising Marketing Information Provision. The Department Responsible for Supervising Marketing Information Provision supervises and provides guidance to departments that implement detailing activities, examines and approves materials, carries out monitoring as well as education and training for officers and employees, operates a complaints desk and handles complaints.

As an advisory body to the Department Responsible for Supervising Marketing Information Provision, we have established the Review and Supervisory Committee, which is held regularly. It has an external chairperson who is completely independent of our company.

Sumitomo Pharma has drawn up internal rules for the examination of materials for use in promotional activities titled "Rules for Examination of Materials Used in Marketing Information Provision" and created an internal structure for examination and approval of such materials.

Sumitomo Pharma's website: Fair Marketing

[https://www.sumitomo-pharma.com/sustainability/healthcare\\_innovation/fair\\_marketing.html](https://www.sumitomo-pharma.com/sustainability/healthcare_innovation/fair_marketing.html)

### Contribution to Global Health

Sumitomo Pharma believes that working on the establishment of healthcare systems in developing countries, training and developing human resources, and educating the public will contribute not only to the realization of the SDGs, but also an increase in its presence as a global pharmaceutical company. Sumitomo Pharma has set the goal of "Contribute to the betterment of healthcare systems in countries and regions that struggle with equal access to necessary healthcare by developing healthcare professionals, raising public awareness, and making policy recommendations through collaborations with the industry, governments, and NPOs/NGOs."

### Efforts for the Eradication of Malaria

Sumitomo Pharma is working on the research and development of malaria vaccines in collaboration with Ehime University and the global organization PATH, and supports initiatives for the eradication of malaria in several countries in Asia and Africa. The Company has cooperated with NPOs, local governments and communities to provide insecticide-treated mosquito nets, rapid diagnostic test kits for malaria, and educational activities in Zambia, Tanzania, and Indonesia, as well as advocacy initiatives for public awareness of malaria in Japan.

● **Participation in the Global Health Innovative Technology Fund (GHIT Fund)**

Through participation in the GHIT Fund, Sumitomo Pharma seeks to improve access to medicines by exploring the possibility of utilizing our innovative drug discovery technologies to tackle neglected tropical diseases (NTDs), malaria, and other diseases with significant unmet medical needs.



Sumitomo Pharma's website: Contribution to Global Health

[https://www.sumitomo-pharma.com/sustainability/social/contribution\\_to\\_global\\_health.html](https://www.sumitomo-pharma.com/sustainability/social/contribution_to_global_health.html)

● **Initiatives to Improve Access to Medicines**

In addition to R&D efforts on innovative medicines, Sumitomo Pharma is actively working with international organizations, governments, and research institutions as well as civil society to strengthen healthcare systems and thereby improve access to medicines.

● **Targets and KPIs for Material Issues**

Material Issues	Targets	KPIs	Targets of KPIs
<p>Improving access to medicines and advocacy</p>  	<p>Attempt to improve access to medicines by promoting disease awareness from patient-centered perspectives, which is expected to reduce illness stigma and facilitate early treatment, and by working to lessen a drug lag, which will increase treatment options for patients.</p>	<p>1. Further increase in health literacy of the public, including patients</p>	<ul style="list-style-type: none"> <li>• Number of public lecture participants by FY2027 cumulative total of 10,000 since FY2023*</li> <li>• Total annual visits to schizophrenia and bipolar disorder disease awareness website (Kokoro Share) 40% increase over FY2022 by FY2027*</li> </ul>
	<p>Contribute to the betterment of the healthcare system in countries/regions that struggle with equal access to necessary healthcare, by developing healthcare professionals, raising awareness of the public, and making policy recommendations through collaboration with the industry, governments, and NPOs/NGOs</p>	<p>2. Number of products, and policy recommendations contributing to access to medicines</p>	<ul style="list-style-type: none"> <li>• Responding to requests for development of unapproved and off-label drugs of high medical necessity*</li> <li>• Continued participation in policy recommendations*</li> </ul>
		<p>3. Number of partnerships contributing to improvement in healthcare access in developing countries</p>	<ul style="list-style-type: none"> <li>• Constantly two or more</li> </ul>

\* Targets of KPI for Sumitomo Pharma non-consolidated

■ **FY2023 Results**

1. **Further increase in health literacy of the public, including patients**

- Number of public lecture participants: 5,202 (lectures related to Parkinson's disease, dementia with lewy bodies, the area of diabetes, and the area of psychiatric disorders)
- Total annual visits to the schizophrenia and bipolar disorder disease awareness website (Kokoro Share): In addition to the total number of visitors to the website, we will disclose the rate of increase or decrease in the number of visitors compared with fiscal 2022 from fiscal 2023 onward.

2. **Number of products, and policy recommendations contributing to access to medicines**

- Number of responses to requests for the development of unapproved and off-label uses of drugs: 1 (thiotepa)
- Number of policy recommendations: 27 (Recommendations related to access to medicines: 13; Recommendations related to infectious diseases: 14)

3. **Number of partnerships contributing to improvement in healthcare access in developing countries**

- Continued with the following five partnerships:
  - Access Accelerated
  - WELCO Lab
  - PATH AMR Network
  - The health support project for mothers and children in Cambodia
  - Antimicrobial susceptibility surveillance study in Vietnam

Sumitomo Pharma's website: Patient Support and Advocacy

<https://www.sumitomo-pharma.com/sustainability/social/advocacy>

● **Initiatives to Improve Access to Healthcare in Developing Countries**

Sumitomo Pharma supports initiatives to improve access to healthcare in developing countries. The Company has cooperated with the NPO Future Code to ensure the training and education of nurses in Bangladesh and in Haiti to provide regular medical examinations for tuberculosis as well as the training of physicians. We have also cooperated in malaria prevention and awareness raising activities, hygiene education, including the installation of toilets, and the operation of an orphanage in Burkina Faso.

● **Fight against Counterfeit Pharmaceuticals**

To ensure the safety of and trust in its products, Sumitomo Pharma joins together with peer pharmaceutical companies in initiatives undertaken by industrial associations and international organizations to collect and exchange up-to-date information in the fight against counterfeit pharmaceuticals.

Sumitomo Pharma's website: Initiatives to Improve Access to Medicines

[https://www.sumitomo-pharma.com/sustainability/social/improvel\\_access.html](https://www.sumitomo-pharma.com/sustainability/social/improvel_access.html)