



MED SELECT  
— HOLDING GMBH —

# SALES GUIDELINES

# 1. Purpose and Scope

These guidelines define the requirements for sales activities of the subsidiary to ensure reliable, consistent, transparent and comparable reporting.



## Contact

**Med Select Holding GmbH:**

Wiebke Husung

Email: [w.husung@med-select.de](mailto:w.husung@med-select.de)

Tel.: +49 (0) 173 88868 33

## 2. Principles

Within the framework of these guidelines, MedSelect GmbH undertakes to comply with the following sales principles:

- **Customer focus:** All sales activities are aligned with the individual needs and requirements of customers.
- **Integrity and fairness:** Sales activities are conducted honestly, transparently and without misleading statements.
- **Compliance and legal certainty:** All legal requirements, particularly those concerning medical devices, data protection and competition law, are observed.
- **Responsibility:** Sales activities are conducted in line with the overall strategy and the Holding's ethical guidelines.

## 3. Sales Processes

### 3.1 Lead Generation

- Use only legally compliant, GDPR-compliant data sources
- No prohibited cold calling or unauthorized advertising activities

### 3.2 Customer Consulting

- Product information must be accurate and up to date and must not contain any inadmissible claims
- Consulting must be needs-based and professionally sound

### 3.3 Quotation & Contract Conclusion

- All quotations and contracts must comply with the internal requirements of MedSelect GmbH and the Holding
- Discounts, special terms or bonuses require approval from Sales Management or the Holding

## 4. Customer Relationships & CRM

- All customer contacts must be documented promptly and completely in MedSelect GmbH's CRM system
- Complaints and feedback must be systematically recorded and forwarded to the responsible departments
- Professional and respectful interaction with customers must be ensured at all times

## 5. Training & Qualifications

- All MedSelect GmbH sales employees are required to regularly participate in training courses offered by the Holding or MedSelect and attend them
- Attendance must be documented and, if requested, verified

## 6. Cooperation with Third Parties

- External sales partners must be contractually required to comply with these Sales Guidelines
- MedSelect GmbH must ensure that no inadmissible remuneration models are used
- Commissions may only be paid on the basis of properly concluded transactions
- All MedSelect GmbH sales employees are required to regularly participate in training courses offered by the Holding or MedSelect and attend them
- Attendance must be documented and, if requested, verified

## 7. Data Protection & Documentation Requirements

- All data protection requirements (in particular the GDPR) must be strictly observed
- Customer data may only be collected, stored and used within the defined processes
- Sales activities must be documented in an audit-proof manner

## 8. Violations & Sanctions

Violations of these guidelines may result in consequences under employment and/or contract law. In the event of serious or repeated violations, the Holding reserves the right to take disciplinary action or initiate legal proceedings.

## 9. Final Provisions

These Sales Guidelines enter into force upon publication and remain valid until further notice. Amendments or additions may only be made by MedSelect Holding and will be communicated to the parties concerned in writing.



Thank You