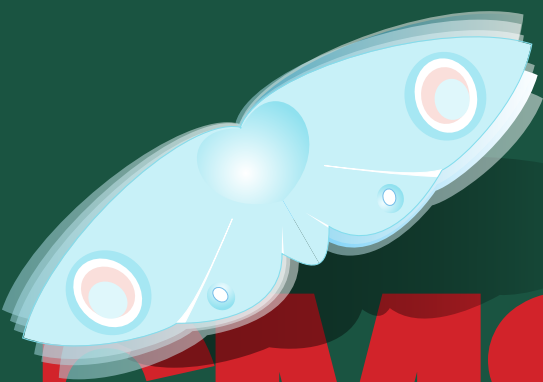


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CMS

Cardio Medical Supplies

Providing for life...

ROOTS

CMS Code of Conduct



Providing for life...

Introduction

In 2005, five years from the establishment of Cardio Medical Supplies-CMS, and after a series of triumphs in the Syrian health sector, the founder, Ms. Lena Shabarek, decided that it was time for CMS to hold a properly branded, visual, intellectual, and ethical identity that reflects the infrastructure of morals and drives of the company's success for the last five years and of the years to come.

A firm decision for keeping the company's branding process transparent, honest, and close to reality and after deep and long meetings with branding consultants answering all kinds of questions about company teams, ethics, accomplishments, clients, ups and downs, and success stories, a vision, mission, slogan, values, and code of conduct of CMS was born;

Vision:

"We are devoted to enhancing the quality of life"

Mission:

"we are devoted to provide comprehensive world class surgical, healthcare equipment and pharmaceutical products from the most reputable medical equipment manufacturers in the world.

Our products are backed by a strong commitment to service, highest standards of business conduct, customer satisfaction and continuous improvement delivered by highly qualified professional teams.

Slogan:

"... Providing for life"

The story behind the Moth

Heniocha dyops, the marbled emperor



We believe everything has an aura; a person, a place, a country, and undoubtedly, a company. We believe that if the brand truly reflects the essence of a company, it should reflect its aura.

In Mediterranean culture, a moth flies in means good news and blessings are approaching.

Similarly, any member of our sales team approaching a client should translate into good news and blessings to doctors, nursing staff, all health providers, and most importantly, patients.

If that was not the case, we believe we are not doing the right thing.

Sustainability

“He sends down water from the skies, and the channels flow, each according to its measure: But the torrent bears away to foam that mounts up to the surface. Even so, from that (ore) which they heat in the fire, to make ornaments or utensils therewith, there is a scum likewise. Thus doth Allah (by parables) show forth Truth and Vanity. For the scum disappears like forth cast out; while that which is for the good of mankind remains on the earth. Thus doth Allah set forth parables”.

Holy Quran: Al-Rad/ Verse No:17

For us, sustainability is not a term; It is a way of existence that means hard work, transparency, integrity, honesty, efficiency, accountability, insight, need-creation and adherence, cultural engineering, commonsense, patience, long-term strategies, and most of all doing good for people.

Our code of conduct relies on such beliefs.

We believe that:

- An easy win is an easier loss
- Educating is harder than selling
- Health is a science, culture, actions, habits, and needs.
- Basic needs are dynamic; what is good today is not enough tomorrow
- Humans are the most precious asset
- A good salesman without morals in the health sector is a serial killer in disguise
- Good things are the cheapest; no matter how high the price tag
- Our children's inheritance is our responsibility

Principles

An Easy win is an easier loss

The right way of doing things is the hardest; favoritism, corruption, and bribery may lead to false, rootless, and vast wins and benefits for one using them to advance others. At the same time, a costly high-maintenance way, and in the long run, reflects a false spectrum about the reality of things. The worst thing about it is creating unstable environments inclined to crumble down in a glimpse.

It is not only an unethical, harmful, and illegal way of leading a business; all kinds of corruption –internal or external, personal or structural- wither the foundation of societies. We will not be part of it and will push and encourage all our staff, associates, and clients to act against it.

Educating is harder than selling

Selling is a gift backed by a bundle of acquired tools and methods. However, in our field, we are not selling a product; we are selling benefits, answering needs, creating a culture, and nurturing sustainability.

Believing in this implies that finding adequate human resources is only the beginning of the long process of training, nurturing, and character-building of candidates.

We need them to know the aspects of their involvement in changing people's lives, the limits and ethical guidelines of their technical knowledge and acquired expertise, and the power gained by it. We need them to know that with power comes responsibility and respect for others. We need them to know that all of their products and medical training are for one purpose: they are the conveyors of knowledge to end-users to help them help their patients and, at the same time, always remember not to misuse it neither inside the company nor outside it.

Good things are the cheapest; no matter how high their price was

A poor man does not have the privilege of buying cheap things. Offering high-end products and services stands as a core value of our company, no matter the cost.

High-value products cost less in the long run and guarantee more responsible use of the limited resources of humankind.

We need our coworkers, subcontractors, clients, and suppliers to know the importance of being reasonable and responsible when using resources, whether talking about paper clips, electricity, high-end product, or time.



Providing for life...

Basics

Prevention of Bribery

It is the policy of the Company to prohibit all staff from soliciting or accepting an advantage concerning the Company's business or affairs without the Company's permission. An advantage is deemed to include anything of value, except entertainment, such as money, gift, commission, loan, fee, reward, office, employment, contract, service, or favor.

Acceptance of Advantages

It is the policy of the Company to prohibit all staff from soliciting any advantage from any persons having business dealings with the Company (including suppliers, contractors, members, and activity participants). Staff who wish to accept any advantage from such persons should seek special permission from the Management before the acceptance.

Any gifts offered voluntarily to the staff in their official capacity are regarded as gifts to the Company, they should not be accepted without permission. Staff should decline the offer if the acceptance could affect their objectivity in conducting the Company's business, induce them to act against the interest of the Company, or lead to perception or complaints of bias or impropriety.

Conflict of Interest

A conflict of interest situation arises when the "private interests" of the staff member compete or conflict with the interests of the Company. "Private interests" mean both the financial and personal interests of the staff member or those of their connections including:

- family and other relations;
- personal friends;
- other companies or business interests which they hold or own (both in part or in whole); and
- any person to whom they owe a favor or are obligated in any way.

Staff members should avoid using their official position or any information made available to them in the course of their duties for the Company to benefit themselves, their relations or any other persons with whom they have personal or social ties, or business connections. They should avoid putting themselves in a position that may lead to an actual or perceived conflict of interest with the Company. Failure to avoid or declare any conflict of interest may give rise to criticism of favoritism, abuse of authority or even allegations of corruption, which are to the corporate disgrace of the Company.



Providing for life...

Basics

When called upon to deal with matters of the Company for which there is an actual or perceived conflict of interest, the staff member should make a declaration in writing to his supervisor or the Manager. He should then abstain from dealing with the matter in question, and follow the instruction of his supervisor or the manager.

Entertainment

Although entertainment is an acceptable form of business and social behavior and is not an “advantage”, staff members must not offer or accept lavish or frequent entertainment from persons with whom the Company has official dealings (e.g. suppliers or contractors, persons to which the Company may allocate resources or job assignments), so that they will not be placed in a position of obligation to the offer.

Handling of Confidential or Proprietary Information

Staff members are not allowed to disclose any confidential or proprietary information to anybody without prior authorization by the Company. Staff members who have access to or are in

control of such information should at all times provide adequate safeguards to prevent its disclosure, abuse or misuse. It should also be noted that unauthorized disclosure of any personal data may result is considered an offence and may lead to taking legal action.

Property and Other Resources of the Company

Staff members given access to any property or other resources of or acquired by the Company should ensure that it is properly used solely for the purpose of conducting the Company’s business. Misappropriation or unauthorized use of such property or resources such as for personal use or personal gain is strictly prohibited.

Outside Employment

Staff members who wish to take up paid outside work- including those on a part-time basis, must seek the written approval of the Company before accepting the job. Applications for outside work should be made to the Management for consideration. Approval will not be given if the outside work is in conflict with the interest of the Company.

