



## **Coldr LTD's B Corp Certification**

### **Marketing Services provided to Pharmaceutical Clients**

Coldr LTD is required to disclose a summary of how it mitigates the risk of providing marketing services to clients in the Pharmaceutical Industry.

#### **Summary of Company**

- **The company's role in the pharmaceutical industry**

Describe the services your company provides to pharmaceutical clients.

"The services provided to the pharmaceutical industry relate to a single client engagement that began in December 2025 and will conclude at the end of April 2026. For this client, the company is developing strategy and assets to support their Black Employee Resource Group, aimed at increasing internal awareness and engagement within the company. This work is entirely internal and does not involve the promotion of pharmaceutical products or medical information to the public."

- **Types of products sold by your pharmaceutical clients**

Provide a general description of your clients' roles within the pharmaceutical industry and the types of products they commercialize.

"The client in this industry provides innovative medicines, vaccines, and services through partnerships with the NHS. They conduct research to develop solutions for some of the most urgent global health challenges, including cancer, hepatitis C, antibiotic resistance, Alzheimer's disease, Ebola, and heart disease.

They also develop products for the prevention, treatment, and control of disease across major farm and companion animal species."

## **Coldr LTD's Disclosure on Required Best Practices**

*Under its [Risk Standards for companies directly involved in the pharmaceutical industry](#), B Lab highlights potential risks related to (see below):*

- **Aggressive Marketing**: Marketing and sales practices used to distribute products and increase revenue can cause severe adverse effects on stakeholders. Pharmaceutical and marketing companies intentionally misrepresented the risk and benefits of the



medications through marketing campaigns that often featured doctors paid to convince other doctors to prescribe more medications. The companies also incentivize their sales staff to be aggressive by tying bonuses to sales volumes

- Lobbying Against Competition and Affordability: While pharmaceutical companies have the ability to lobby for policies that support their ability to maximize profit, the resulting risk to healthcare systems and users' well-being is significant. Companies engaged in lobbying for policies to keep the price of medications high and suppress competition and negotiation are prioritizing shareholder profits over stakeholder outcomes, which goes against the holistic stakeholder-focused approach of B Corp Certification,
- Quality, safety, and efficacy assurance risks: Companies outside the traditional pharmaceutical industry scope may face increased risk due to the lack of applicable rules and standards for the products sold.

*Here is how Coldr LTD complies with the following practices::*

1. *A Code of Ethics and/or other policies applicable to all company employees and critical third parties that establish minimum expectations with regard to:*

**a. Anti-corruption and bribery –**

*Coldr has screening processes and policies in place including anti-corruption and bribery frameworks*

**b. Lobbying and advocacy activities –**

*Coldr has a responsible lobbying policy in place that outlines ethical and transparent lobbying practices as a force for good as a communications consultancy.*

**c. Company interactions with healthcare professionals/organizations –**

*Coldr aims to drive equity for underserved groups across all industries, including healthcare. The company supports health organisations, brands, and pharmaceutical companies in better serving communities that need help, support, and resources, ensuring these are delivered in ways that are accessible and inclusive.*

**d. Ethical marketing –**

*Coldr has an inclusive language handbook that is the bedrock of their communications consulting services, the aim of this is to ethically and accurately reflect and speak to marginalised and underrepresented communities and not unintentionally cause harm through misuse of language. Coldr's EDI policy also outlines how the company operates internally and with clients including a **zero-tolerance approach** to any form of discrimination.*

**e. Responsible sales –**

*The company has a client screening process and a hard red line policy on specific industries such as tobacco and mining. Coldr only works on projects that*





Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the [certification process](#), or
2. Breach of the core values articulated in our [Declaration of Interdependence](#) within the B Corp Community.