



Review Template - B Corp Requirements for Pharmaceutical Companies

B Lab and its independent Standards Advisory Council have determined that pharmaceutical companies are eligible for B Corp Certification if they have not engaged in specific prohibited practices in the last five years AND are meeting additional industry specific practice requirements. For more information on the specific requirements, please refer to B Lab's position statement on Pharmaceutical Companies [here](#).

The following questions will be used to evaluate whether your company must meet the industry specific requirements for pharmaceutical companies to be eligible for B Corp Certification, as well as provide an initial indication whether your company is likely to be meeting them. Please feel free to add your responses directly to this document.

Depending on your company's responses, B Lab may request additional information and/or require a decision by B Lab's independent Standards Advisory Council to determine your eligibility.

Summary of Company

Genexa is the first company to make over-the-counter (OTC) medicines with the identical and effective active ingredients as its counterparts but without any artificial inactive ingredients: no artificial preservatives, artificial flavors, dyes, artificial sweeteners or common allergens.

The company operates out of USA, focusing on over the counter Pain Relief, cough cold and allergy symptoms. 90% of their portfolio by revenue is selling over-the-counter (OTC) medicines and 10% from dietary and homeopathic medicine.

Genexa Inc's Disclosure on Prohibited Practices

Pharmaceutical companies engaged in the following practices in the last five years, as demonstrated through company disclosures or through material, justified, and unresolved stakeholder concerns, are currently ineligible for B Corp Certification:

- *Companies engaged in any form of lobbying or policy advocacy that endanger consumer safety, promote an anti-competitive environment (e.g. by opposing increased transparency measures), inhibit affordable pricing, or limit equitable access to medicine. This includes membership, Board involvement, or funding of industry associations that engage in such lobbying activities.*
- *Companies utilizing intellectual property strategies for branded products to influence an unjustified delay to the introduction of an authorized generic product to the market (e.g. "evergreening" patents).*



- *Companies engaged in price gouging as evidenced by significant and unjustified year-over-year price increases to their products.*

Genexa Inc. has been reviewed in accordance with B Corp Certification's Disclosure questionnaire and background check requirements, including disclosure of its involvement in lobbying and advocacy activities, intellectual property strategies, and price changes in order to verify it is meeting the above requirements regarding prohibited industry practices. The company's approach to managing these material topics to the industry are further detailed below.

Genexa Inc.'s Disclosure on Required Best Practices

In order to be eligible, pharmaceutical companies must be able to demonstrate that they have the following practices in place and disclose them on their B Corp Profile:

1. *Adherence to credible national and/or international standards of safety, quality, and efficacy covering all relevant stages of the drug life cycle (i.e. drug development, supply chain, manufacturing, and distribution), which should include explicit systems to manage the risk of substandard medicines.*

The company follows all FDA and Quality regulatory systems and practices regarding the production, release and service to our consumers once in market. All products are tested to the highest quality standards for release and receive certification from USDA, Non-GMO, Vegan certifiers.

2. *A Code of Ethics and/or other policies applicable to all company employees and critical third parties that establish minimum expectations with regard to anti-corruption and bribery, lobbying and advocacy activities, company interactions with healthcare professionals/organizations, and ethical marketing (where applicable). The company must also have clear processes to enforce the Code, including an accessible whistleblowing channel, and regular training of staff and third parties on the Code.*

Genexa Inc. has a code of ethics which sets up the main principles and values that govern its daily activity and that is applicable to all employees, directors and managers covering topics such as legality, fair competition, protection of health and safety, conflict of interest, corporate governance, and corruption and money laundering.



Genexa maintains rigorous quality control, sourcing only safe, clean, and compliant ingredients, adheres to all occupational health and safety regulations, and promotes a safe workplace through training, hazard prevention, and continuous improvement.

Employees, directors, and managers must avoid situations where personal interests conflict—or appear to conflict—with the interests of Genexa. This includes financial interests in suppliers, competitors, or clients, as well as accepting gifts or benefits that could influence business decisions of anyone at Genexa or any Supplier or Customer. Any potential conflict must be promptly disclosed to management.

Genexa maintains transparent, ethical, and accountable corporate governance practices. The Board of Directors oversees management performance, ensures compliance, and safeguards the interests of all stakeholders, including employees and customers. Decisions are made with integrity, fairness, and in alignment with our mission to create clean medicine

Genexa does not engage in any lobbying activities, whether direct or indirect, at the local, state, federal, or international level. The company does not make political contributions or fund lobbying organizations. Their focus is solely on delivering safe, clean, and compliant pharmaceutical products without involvement in political advocacy.

3. *Public disclosure detailing the company's approach to government affairs, inclusive of lobbying/advocacy and political activities. This should include disclosure of the material issues that the company lobbies/advocates for, their trade associations, and the controls they have in place in regards to political contributions, lobbying/advocacy on the company's behalf, revolving door policy, political contributions and donations.*

Genexa Inc.'s position on lobbying activities is conservative. The company is not engaged in lobbying activities related to the pharma business.

Required Best Practices - Companies Involved in R&D

4. *For companies involved in research & development, public disclosure of its R&D and intellectual property strategies and disclosure of annual resources invested in both internal and collaborative R&D activities.*

Genexa Inc's R&D budget for the last fiscal year was \$750K. The company's activities are trying to reduce the amount of chemicals and synthetic ingredients in products like Tylenol etc and replace them with cleaner ingredients like organic blueberries for flavor etc.



5. *For companies involved in research & development for priority diseases, conditions, and pathogens identified in the Access To Medicine Index, R&D processes for both internal and collaborative R&D activities must include a framework to develop equitable access plans for such projects. Access plans must be project-specific and include detailed commitments and strategies to improve access to such products in low- and middle- income countries (LMICs).*

Genexa Inc is not currently involved in R&D for priority diseases, conditions, and pathogens identified in the Access To Medicine Index.

Required Best Practices - Companies Involved in Sales

6. *For companies involved in sales, public disclosure of its approach to pricing which, at a minimum, utilizes pricing instruments that are generally accepted by public health agencies to set prices in all markets (such as internal reference pricing, external reference pricing, and value-based pricing). Additionally, for sales in LMICs, pricing strategies must prioritize the payer's ability to pay across different segments of a country's population and aim to improve access to those in need.*

- Please summarize your company's approach to setting prices for its products in both highly regulated and less regulated markets.
- If your company sells its products in low- and middle- income countries (LMICs)¹, please explain how you take into account the abilities to pay of individuals and healthcare systems in a locally appropriate manner in order to improve access to those in need.

Genexa Inc's products are close if not the same price as most if not all competitors on shelf. Genexa sets prices by evaluating the main competitor in the market, and attempting to be at the same price. Sometimes, due to margin or other factors (since we use organic ingredients, our costs are higher), Genexa pricing can be up to 10% higher than the leading competitor.

7. *For companies involved in sales, companies have financial incentive structures for sales agents/teams designed to encourage responsible sales practices and minimize the risk of overselling (for example, by decoupling bonuses from sales volume).*

Genexa Inc's sales is not incentivized on just their sales target but rather cultural company practices, overall company performance and individual performance. Genexa does not attempt to sell large volumes of initial POs to retailers; rather, Genexa carefully evaluates all POs from retailers and only accepts POs that are based on actual consumption, which avoids overstocking.

¹ Defined as the 106 countries included in the geographic scope of the [Access to Medicine Index](#).