

Social

[Enhancement of customer value]

JW has established a customer response system across all areas—including development, production, sales, and marketing—to actively listen to and promptly address various customer opinions. We aim to provide valuable services through Consumer-Centered Management (CCM) by strengthening communication with consumers, enhancing corporate credibility, etc.

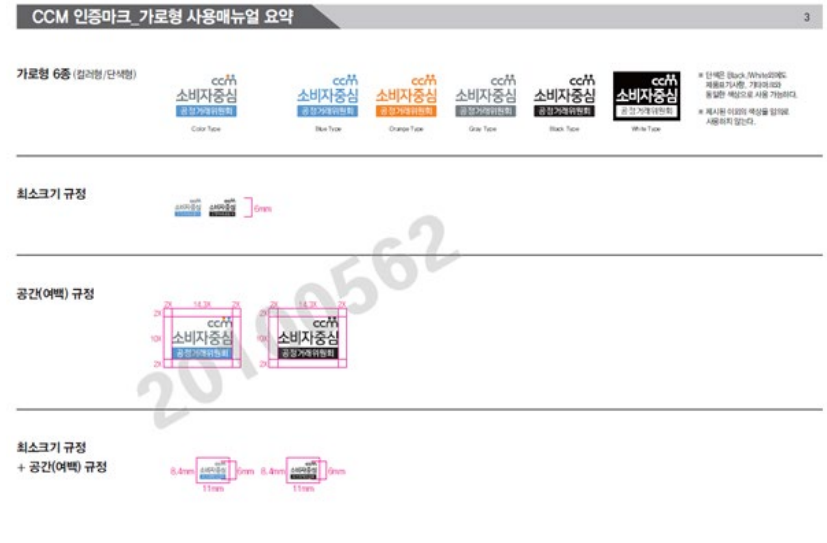
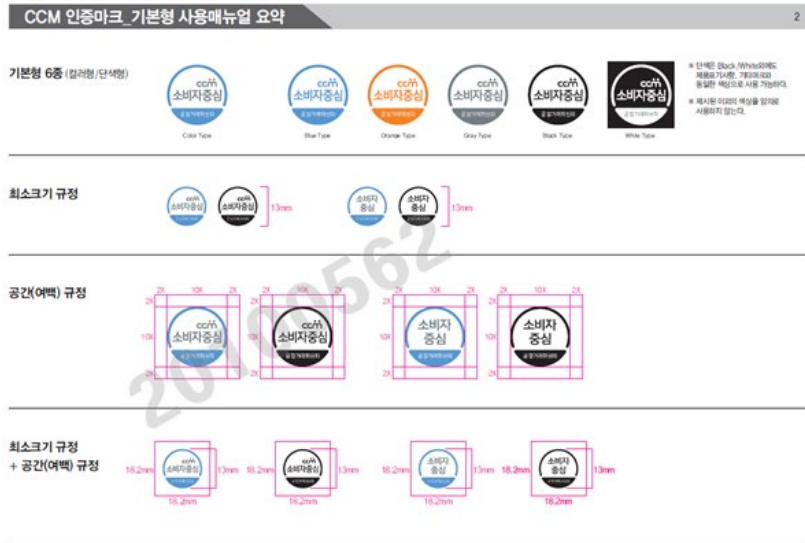
Advancement of Customer-Centric Management (CCM) and Establishment of a Customer-Centric Culture

Qualitative Advancement of the CCM Operating System

JW Holdings and its major subsidiaries, including JW Pharmaceutical, JW Shinyak, and JW Living Healthcare, implement company-wide customer-centric management for both patients and healthcare professionals. JW Pharmaceutical's CCM recertification in 2024 demonstrates that JW's consumer-oriented management system is recognized as being among the highest standards in the industry. Building on this foundation, in 2025, JW further enhanced transparent and systematic processes under the leadership of the CCM Operations Team, while continuing to foster an organizational culture in which all employees think and act from the customer's perspective.

Use of the CCM Certification Mark

JW expands the use of the CCM certification mark across customer touchpoints, including product packaging, user instructions, brochures, and digital channels. This serves as an important means of clearly communicating JW's management philosophy to consumers and strengthening trust in product selection.



Social

Integrated CS Management through Digital Innovation

Smart Consultation System “Consumer Focus Hub”

Introduced as a company-wide integrated CS management system, the “Consumer Focus Hub” enables end-to-end processing from VOC receipt to analysis, resolution, and case closure. Beyond simple complaint handling, the system serves as a core solution for preventive quality management by analyzing accumulated consultation data to identify and address potential issues in advance.

Expertise-Based Customer Service

To provide accurate and consistent information, JW operates consultation services using specialized pharmaceutical databases, including the Korea Pharmaceutical Information Service and the Korea Pharmaceutical Information Center. In addition, all counselors hold the “National Certified Consumer Counselor” qualification and maintain a high level of professional counseling capability through regular internal and external advanced training.

Responding to Feedback from the Field in 2025: Top 10 Product Improvements

[Safety First] Strengthening “Visual Safeguards” for Medical Professionals and Patients

In urgent clinical settings, the ability to identify medications quickly and intuitively is directly linked to medication safety. JW promptly incorporates feedback from healthcare professionals to improve visual differentiation in product design.

Ferinject Injections (Iron Injection): In response to feedback from the medical field that the 10 mL and 20 mL products were difficult to distinguish due to their similar appearance, JW clearly differentiated cap colors by volume, using blue and yellow, and improved the outer packaging design to support dispensing accuracy.

Phosten Injections (Electrolyte Correction): JW improved the label design to fully prevent confusion with other medications. By changing the label color from black to purple and enhancing visibility, the company strengthened medication safety.

Winuf Family (Nutritional Fluids): To improve identification by volume, JW increased the font size used for product names and volumes and placed key product summary information at the top of the package so that medical professionals can check essential information at a glance.

[Quality Assurance] Pursuing “Uncompromising Product Quality”

Product integrity, including secure sealing and manufacturing precision, forms the foundation of pharmaceutical quality. JW continues to enhance physical quality attributes by introducing advanced technologies and strengthening quality standards.

Dulackhan-Easy Syrup: To ensure complete sealing during distribution and storage, JW introduced “inner seal detection sensor technology” within the cap and significantly strengthened the airtightness inspection process to ensure product stability.

NS Injections (Pressurized): JW improved container pressure resistance standards so that the product can be used safely even in high-pressure environments, thereby meeting the specific needs of the medical field.

[User Experience] Improving “Usability” Through Consumer-Centered Design

JW continuously refines product details so that consumers can use pharmaceuticals more easily, conveniently, and correctly.

Pain Angel Family (Painkillers): In response to consumer feedback that ingredient-based labeling using milligram units was difficult to understand, JW introduced consumer-friendly dosage labeling, such as “1 tablet per dose,” to support proper medication use.

Livalo Tablets (Hyperlipidemia Treatment): In response to feedback from pharmacies that the adhesive strength of the PTP packaging made it difficult to open, JW optimized the amount of adhesive used to improve convenience during dispensing and administration.

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Responding to Feedback from the Field in 2025: Top 10 Product Improvements

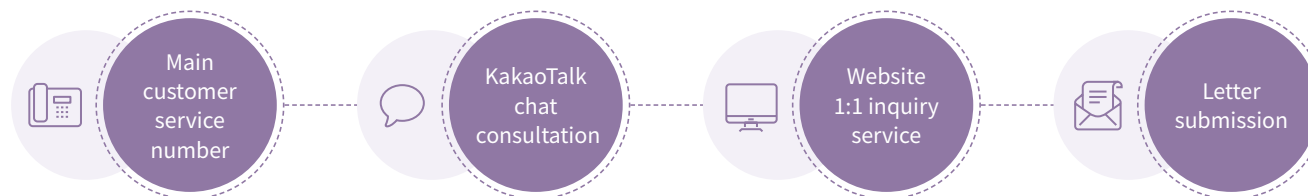
Highlights of Major VOC-Based Product Improvements in 2025

Category	Product Name	Source of Feedback	Solution	Value Creation
Safety	Ferinject Injections	Major university hospitals	Applied a dual-color scheme to caps and outer packaging by dosage	Prevented confusion between similar dosages and improved dispensing accuracy
	Phosten Injections	Tertiary general hospitals	Changed label color (Black → Purple)	Enhanced distinguishability from other drugs and ensured medication safety
	Winuf Family	Hospitals	Enlarged dosage font and repositioned summary information	Supported immediate identification in busy clinical settings
Quality	Dulackhan-Easy Syrup	University hospitals	Introduced detection sensor technology and strengthened inspection processes	Achieved complete sealing integrity and improved distribution stability
	NS Injections (Pressurized)	University hospitals	Raised container pressure resistance standards	Enhanced product reliability in high-pressure environments
Convenience	Livalo Tablets	Pharmacies	Optimized adhesive strength of PTP packaging	Improved ease of opening during dispensing and administration
	Pain Angel Family	Consumers / pharmacies	Changed labeling units (mg → 1 tablet per dose)	Improved consumer understanding of dosage and helped prevent misuse
	Frenzeze Drop	Consumers	Applied a locking design to prevent tampering with the case	Protected the product during distribution and enhanced packaging reliability

Various Consultation Channels

Communication Channels Accessible Anytime, Anywhere

In addition to telephone consultations, JW is strengthening its online consultation services to enable prompt and accurate communication with consumers. JW operates a range of consultation channels, including real-time chat services, one-to-one online inquiry boards, and letter-based consultations for older adults who may have limited digital access, in order to provide differentiated customer support across the entire customer journey, from product purchase and use to after-sales service.



Information Security

JW has established an information security and personal information protection management framework to safeguard the company’s information assets and personal data from increasingly sophisticated cyber threats. In addition, JW continues to make every effort to build a security framework that goes beyond legal and regulatory requirements across its policies, organizational structure, systems, and operational practices.



Social

Information Security

Information Security Management Framework

To ensure the consistent operation of information security policies and strengthen synergies among group companies, JW's Information Security Team, which operates under the Information Strategy Division of the holding company JW Holdings, centrally manages the overall security environment across the JW Group. Through this integrated approach, JW maintains a company-wide information security management framework to ensure a consistent level of security across all group companies and respond rapidly to security threats.

Information Security Regulations

JW has established and operates information security regulations to protect customers' personal data and the company's information assets. To strengthen protection across the company, including personal data protection, system security, and human factors in security, JW updates its regulations annually to reflect changes in the internal and external environment, including legal and technological developments.

Risk Management

JW carries out information security activities in accordance with applicable information security regulations and conducts annual risk assessments. Through these assessments, the company identifies security vulnerabilities and operational risks related to information assets and develops response plans for improvement by comprehensively considering factors such as implementation difficulty, cost, and time.

Certification and Disclosure

To ensure the reliability and objectivity of its information security standards, JW Pharmaceutical obtained ISO 27001 (Information Security Management System) in 2023 and continues to maintain certification through annual audits in accordance with international standards. Furthermore, under the Information Security Industry Promotion Act, the company has conducted annual information security disclosures since 2022, transparently disclosing the status of information security-related investments, personnel, and activities.

Raising Awareness

To enhance the information security capabilities of all employees, JW provides personal data protection training at least once a year. In addition, to prevent email-based security incidents, which can directly affect employees, the company conducts mock phishing email exercises annually. The company also promotes employee awareness of information security on a regular basis through information security campaigns and security notices.

Incident Prevention and Response System

JW has established and operates a range of security equipment and systems to prevent business risks arising from the external leakage of business data in areas such as new drug development and trade secrets. Moreover, the company maintains a robust incident prevention and response system through strict access control, systematic management of access rights, and monitoring systems designed to detect unauthorized access attempts.

