



Responsible Marketing, Advertising and Sales Policy Adopted July 25, 2022

At Pacific Biosciences of California, Inc. (PacBio), our mission is to enable the promise of genomics to better human health. We pursue this mission by developing advanced sequencing technologies that enable our customers to explore the genetic basis of life. Every day, our customers are using our technology to understand and solve humanity's most pressing problems – tracking infectious diseases, cancer, rare disease, alleviating hunger, and so much more. Our mission informs everything we do at PacBio. It propels us to continue innovating to accelerate scientific breakthroughs that will better humanity and improve life for all living things in our communities and around the world.

PacBio is committed to acting ethically and transparently in the way we market our products and company, consistent with our Code of Conduct and supported by the following principles:

- The marketing, advertising, and promotional claims PacBio makes about our products must be fair, truthful and accurate.
- The marketing, advertising, and promotional claims PacBio makes must be supported by valid scientific data or relevant experience and may not in any way be misleading.
- PacBio practices fair trade by not prohibiting our customers from interacting or dealing with any of our competitors as a condition of acquiring PacBio products.
- PacBio product label claims are consistent with uses that have been approved by the appropriate local or regulatory authority if approval is required.

PacBio strives to center decision making around customer needs and to be transparent in how we interact with our stakeholder groups, including:

- Collecting product-related feedback from current and prospective customers
- Inviting views on future direction from the scientific community
- Implementing internal systems with advice from users and prospective users
- Communicating transparently