



Press release

STADA Press Conference: Growth through Internationalization

Bad Vilbel, September 10, 2015 – The internationalization as a growth driver of STADA Arzneimittel AG was the subject of a press conference that took place on September 10, 2015 in Frankfurt am Main. Hartmut Retzlaff, STADA Chairman of the Executive Board, began the conference by highlighting the strategy that the Group has been pursuing under his leadership for more than 20 years. Retzlaff emphasized: "The development that STADA has undergone in the past years was to a great extent characterized by the expansion of the branded products segment and the internationalization of our products." As a result, the focus of the acquisition policy of the Group based in Bad Vilbel is now set, in particular, on the targeted strengthening of its branded products segment and the further expansion of its international activities.

For Retzlaff, the respective local management is a key factor for the integration of new products or even new subsidiaries: "Usually, their knowledge on the relevant markets and products is essential to be able to achieve quick and sustainable successes." As an example, Retzlaff mentioned the British STADA subsidiary Thornton & Ross. Since its takeover by STADA two years ago, the company, which is specialized in over-the-counter drugs (OTC), was able to more than double its sales. According to Retzlaff, the main reasons for this have been the great marketing and development expertise of Thornton & Ross as well as the introduction of well-established and successful STADA branded products such as Ladival in the United Kingdom.

Dieno George, Managing Director of Thornton & Ross, who was also active in this position at the British company before the acquisition, emphasized the benefits for all sides: "Since we became part of STADA, our position in the British market has been strengthened enormously. The attractive high-sales products that we were able to add to our portfolio since then also contributed to this development. At the same time, we are in close exchange with colleagues from all markets to jointly drive the internationalization of suitable brands."

Executive Board: Hartmut Retzlaff (Chairman) / Helmut Kraft / Dr. Matthias Wiedenfels
Chairman of the Supervisory Board: Dr. Martin Abend



Thornton & Ross is one of the most important health companies in the United Kingdom and the number four company in the British OTC market. At the headquarters in Huddersfield, near Manchester, STADA has established a platform – called Centre of OTC excellence – through which the Group-wide development and international marketing of the Group's branded products should be driven forward. The acquisition of the long-established company, which was founded back in 1922, is said to be one of STADA's most important ones in the past years.

Recently, the Bad Vilbel-based Group announced several additional acquisitions. It was only at the end of August that STADA had acquired a portfolio of products for enzymatic food intolerances. At the beginning of the year, the Russian subsidiary Nizhpharm strengthened its portfolio by adding nutritional supplements to it, which are applied in the area of men's health.

About STADA Arzneimittel AG

STADA Arzneimittel AG is a publicly-listed company with headquarters in Bad Vilbel, Germany. STADA consistently focuses on a multi-pillar strategy of generics and branded products (OTC) with an increasingly international market orientation. The Group is the only independent generics producer in Germany. STADA is represented in more than 30 countries with approximately 50 subsidiaries worldwide. Branded products such as Grippostad and Ladival are among the highest selling in their product category in Germany. In financial year 2014, STADA achieved Group sales of Euro 2,062.2 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 431.9 million and adjusted net income of Euro 186.2 million. As of December 31, 2014, STADA employed 10,363 people worldwide.

For additional information, please contact:

STADA Arzneimittel AG
Media Relations
Stadastraße 2-18
61118 Bad Vilbel, Germany
Tel.: +49(0) 6101 603-165
Fax: +49(0) 6101 603-215
E-mail: press@stada.de

Executive Board: Hartmut Retzlaff (Chairman) / Helmut Kraft / Dr. Matthias Wiedenfels
Chairman of the Supervisory Board: Dr. Martin Abend