



Press release

New name – proven strengths:

STADA GmbH becomes STADA Consumer Health Deutschland GmbH

- As of 1 July, STADA's consumer healthcare business in Germany will be given a new name, clearly positioning itself as an expert for branded products.
- STADA CEO Peter Goldschmidt: "In Germany, we are laying the foundation to combine all activities related to our branded products in a global consumer healthcare division."
- Executive Vice President Germany, Eelco Ockers: "From now on, we will carry in our name what makes us strong: The focus on our well-known brands with the clear purpose in mind to care for people's health as a trusted partner."

Bad Vilbel, July 1, 2020 – STADA Consumer Health Deutschland GmbH is the new name of the former STADA GmbH. STADA is thus sharpening its profile within the German market and making it clear at first glance what the company stands for: Strong branded products such as Grippostad[®], Ladival[®] and Hoggar[®] with a clear focus on consumers and pharmacists. STADA CEO Peter Goldschmidt: "Our success is based on diversity. With our broad portfolio, we are based on two pillars consisting of generics and non-prescription consumer healthcare products. Local, country-specific brands are the key to success in our consumer healthcare business."

The second pillar in the German market is formed by ALIUD PHARMA, which focuses on generics and discount agreements, and STADAPHARM as an expert for special pharmaceuticals such as biosimilars and cytostatics. The managing directors of the three companies report to Eelco Ockers. As Executive Vice President Germany, he is responsible for the German business and is part of the worldwide STADA Executive Committee under the leadership of Peter Goldschmidt. "From now on, we will carry in our name what makes us strong: The focus on our well-known brands with the clear

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purpose in mind to care for people's health as a trusted partner. We are looking forward to the new chapter and will continue to work hard to provide excellent service to our customers, even under the changed banner", says Eelco Ockers.

STADA Consumer Health Deutschland GmbH regularly expands its product range with innovations in order to meet people's needs even better. Lemocin® and Cetebe® are among the most recent new additions to the portfolio, which the company acquired from GlaxoSmithKline (GSK). Just in time for the current summer season, two new skincare face products from Ladival®, Germany's best-selling sunscreen in pharmacies¹, have been launched.

About STADA Arzneimittel AG

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a two-pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription consumer health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2019, STADA achieved adjusted Group sales of EUR 2,608.6 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 625.5 million. As of December 31, 2019, STADA employed 11,100 people worldwide.

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¹ According to IQVIA Pharamtrend monthly sales and turnover MAT 05/2020

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