



STADA EXPO looks like this in **NUMBERS:**

12 MONTHS FROM IDEA TO LAUNCH, FOUR RECYCLED CONTAINERS, 4.5 TONS OF MULTIMEDIA EQUIPMENT

MORE THAN **300 PUBLICATIONS** IN THE MEDIA



MORE THAN **40 SQUARE METERS**

MORE THAN **11.000 VISITORS**

4 MONTHS of European tour in 2023 in four countries and seven cities

OF SCREENS, MULTIMEDIA EQUIPMENT & EXHIBITION SPACE

STADA'S ESG INITIATIVE

STADA EXPO
The future starts now!

(Serbia, Romania, Montenegro, Bosnia-Herzegovina)

STADA EXPO is a multimedia exhibition of the STADA Group that, through an interactive and sustainable prism, shows production processes in the pharmaceutical industry, and in an educational and innovative way combines science, technology and, above all, the people behind the whole

process. It brings ESG to a completely new level of experience for various stakeholders and visitors. On the European tour part 1 (2023), STADA EXPO started from Vršac in Serbia, and throughout the year successfully visited Romania (Cluj, Turda, Timisoara), Montenegro (Podgorica) and Bos-

nia and Herzegovina (Banjaluka), ending the year in Šabac, STADA's second production site in Serbia. In the spring 2024, in the new season and on its European tour part 2, the EXPO continues its journey in Czech Republic, UK and Germany, where STADA has its production facilities.

STADA EXPO EXPERIENCE

STADA EXPO was created with the idea of giving people a sense, a complete experience, of what sustainable development is, and what it means when a pharmaceutical company like STADA Group is talking about a better future for each individual, people's health, the environment, as well as sustainable business. In addition, STADA EXPO teaches visitors how, by changing their attitude towards simple everyday activities, they can influence the world to be a better place for the future generation.

A JOURNEY THROUGH FOUR RECYCLED CONTAINERS

This multimedia installation consists of

four recycled containers specially adapted and equipped with state-of-the-art technology, from virtual glasses and holograms of the human body to touch-sensitive displays dedicated to ESG principles. From the first step to the exit of the EXPO, visitors pass through interactive displays and tactile elements, learning both about the importance of caring for the community and the environment, as well as the importance of everyone's contribution.

The journey through the STADA EXPO begins with getting to know the STADA Group through its history and development, with the company's special focus on the importance of prevention and health care. The path leads visitors further through the part dedicated to Technical Operations, where they can learn

about the production process - from the entry of raw materials into the production facilities to the exit of the finished product and arrival at the end customer. This is followed by the testimonials of the employees who talk about the wealth of diversity and multiculturalism of the people who make up the STADA Group. In addition, visitors can clearly see the variety of professions that make up STADA's family, as well as the numbers that indicate the complexity of such a system, with people coming from 87 nations. The journey ends with a review of ESG and SDG goals as well as the contribution of the entire STADA Group to sustainable business, care for people and the environment...