

Press Release

STADA's Head of Communications Frank Staud additionally leads Global Government Affairs

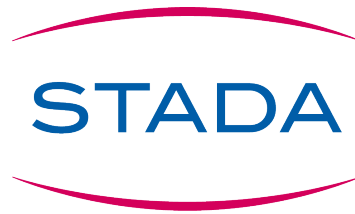
- STADA's global Head of Communications Frank Staud (56) assumes additional responsibility for global Government Affairs
- Move is in line with STADA's overarching strategy of responding locally to the needs of patients and healthcare professionals and finding individual solutions for the different healthcare systems
- STADA CEO Peter Goldschmidt: "With global geopolitical changes, we see new opportunities for STADA to realize country-specific solutions and growth opportunities in the healthcare sector, together with national governments."

Bad Vilbel, Germany – 16 January 2026 – Effective 1 January 2026, STADA's global Head of Communications Frank Staud (56) is additionally assuming global responsibility for STADA's Global Government Affairs.

"Due to STADA's strong growth in all regions and changing geopolitical structures, whereby the importance of individual countries is increasing, we see new opportunities for STADA to realize country-specific solutions and growth opportunities in the healthcare sector with national governments," explained STADA CEO Peter Goldschmidt. "This is in line with STADA's overarching strategy of responding locally to the needs of patients and healthcare professionals, and finding individual solutions for different healthcare systems."

STADA's overarching goal is to be prepared for legislative risks and opportunities, and to ensure that the company's interests are reflected in political decisions. This applies to all areas in which STADA operates: Consumer Healthcare, Specialty (Innovations) and Generics.

Executive Board: Peter Goldschmidt (CEO) / Simone Berger / Miguel Pagan Fernandez / Boris Döbler
Chairman of the Supervisory Board: Dr. Günter von Au

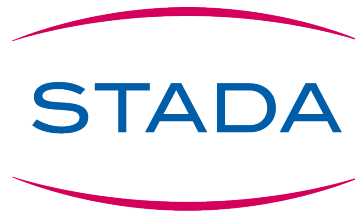


STADA's clear country-specific approach is a perfect prerequisite for finding the best tailor-made national solutions and enacting its global purpose of 'Caring for People's Health as a Trusted Partner'. This also includes informing political decision-makers about relevant topics, for example through the annual STADA Health Report. This flagship STADA project is a long-standing educational and informational initiative in which almost 30,000 people in 22 countries were recently surveyed.

STADA is currently working with countries such as Saudi Arabia and Vietnam on local measures to ensure the supply of medicines in Europe at attractive prices, for example through expanding production capacities. Nevertheless, STADA continues to focus heavily its production resources in Europe, such as in Germany, the UK, Serbia and Romania. The group is one of Europe's largest suppliers of generic drugs, and thus a central pillar of patient care.

Frank Staud's new role is in addition to his existing responsibilities, which include overseeing the entire communication activities of the healthcare group. The native Tyrolean has been a member of the extended management board – STADA Executive Committee – since 2017, during which time he has fundamentally modernized and restructured the company's communications.

Staud is also passionate about the group's internal communications. "Our goal is to further expand the strong STADA culture that drives our performance, and to leverage the above-average commitment of our employees as a clear competitive advantage. After all, the best multipliers are satisfied employees who have entrepreneurial freedom," says Staud. He is proud of the company's employee app, its in-house STADA TV studio, and the external interest in the Group's LinkedIn presence, where the number of followers has recently risen to more than 300,000.



The passionate skier, golfer and football fan brings more than 30 years of experience in journalism and communications to the table. Before joining STADA, he worked as Chief Marketing Officer at the Austrian real estate company PEMA Group. From 2010 to 2013, he was Executive Vice President of Corporate Communications at the pharmaceutical company Actavis. Staud's professional career has taken him from the Austria Press Agency to Radio Antenne Austria and then to the Tiroler Tageszeitung, where he was Editor-in-Chief from 2005 to 2008.

About STADA Arzneimittel AG

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a three-pillar strategy consisting of consumer healthcare products, generics and specialty pharma. Worldwide, STADA Arzneimittel AG sells its products in over 100 countries. In financial year 2024, STADA achieved group sales of € 4,059 million and adjusted constant-currency earnings before interest, taxes, depreciation and amortization (adj. cc EBITDA) of € 886 million. As of 31 December 2024, STADA employed 11,649 people worldwide.

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