



Press Release

Internationalization of OTC brands: STADA agrees to early termination of license agreement with Sanofi for head lice lotion Hedrin

Bad Vilbel, January 18, 2018 – STADA Arzneimittel AG is advancing the internationalization of its OTC brand business. On January 12, 2018, the company reached an agreement with Sanofi on the early termination of the license agreement for its Hedrin products in Belgium, Spain, and Portugal. Sanofi had acquired these from the STADA subsidiary Thornton & Ross.

Now the STADA companies Eurogenerics (Belgium), Ciclum Farma (Portugal) and Laboratorio STADA (Spain) have taken over the commercialization of the head lice and nits products as from January 17, 2018. The nationally established brand names Silikom (Belgium), Piky (Portugal), and Neositrin (Spain), under which Hedrin is marketed in these countries by Sanofi, have been acquired, as have the associated Internet domains.

“Alongside biosimilars, the internationalization of successful products is one of STADA’s business areas with the greatest growth potential. Hedrin is the Group’s first truly pan-European product and demonstrates the path we would like to take with other strong products such as Fultium, ViruProtect or Ladival,” said STADA’s CEO Dr. Claudio Albrecht, explaining the reasons for the early termination of the sales agreement with Sanofi.

With a share of 18% in terms of packs sold, Hedrin is Europe’s market leader in products for the treatment of head lice¹. In addition to the domestic UK market, it is currently sold in 12 other European countries – in some cases under other brand names. Hedrin Once and Hedrin Protect&Go have been available in Germany since July 2017.

¹ Source: IMS year to December 2015. Total for UK, Spain, France, Germany, Italy, Poland, Belgium, Portugal, Czech Republic, Switzerland, Austria, Hungary, Slovakia.



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. Worldwide, STADA is represented in more than 30 countries with more than 50 subsidiaries. Branded products such as Grippostad and Ladival are among the highest selling in their product categories in Germany. In financial year 2016, STADA achieved adjusted Group sales of Euro 2,167.2 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 398 million and adjusted net income of Euro 177.3 million. As of December 31, 2016, STADA employed 10,900 people worldwide.

Additional information for journalists:

STADA Arzneimittel AG / Media Relations / Stadastraße 2–18 / 61118 Bad Vilbel – Germany /

Phone: +49 (0) 6101 603-165 / Fax: +49 (0) 6101 603-215 / E-Mail: press@stada.de

Or visit us in the Internet at www.stada.com

Management Board: Dr. Claudio Albrecht (CEO)/Mark Keatley/Dr. Barthold Piening
Chairman of the Supervisory Board: Dr. Günter von Au