



Press release

STADA Repurchases Rights for Ladival

CEO Claudio Albrecht: “Another important step in the internationalization of our brand portfolio.”

Bad Vilbel, July 18, 2018 – STADA Arzneimittel AG and Ladival GmbH & Co KG have agreed to transfer the rights for the sunscreen Ladival back to the German pharmaceutical group with immediate effect. STADA sold the rights to Ladival GmbH & Co KG in 2013, with the former company distributing the product to German pharmacies as the licensee ever since. “Following in-depth, positive negotiations, we agreed that STADA would repurchase the rights to Ladival with immediate effect and not at the end of 2021 as originally contractually agreed,” explained STADA CEO Claudio Albrecht and Ingo Söhnngen, Managing Director of Ladival GmbH & Co KG, in a joint statement.

The parties agreed to maintain confidentiality with regard to the financial conditions of the transaction. For Albrecht, the repurchase of Ladival represents another milestone in the future orientation of STADA. “Ladival is one of STADA’s best-known brands. Our sunscreen has been making huge progress since its successful relaunch at the beginning of 2018. For the first time in many years, Ladival has regained its leading position in German pharmacies,” enthused Albrecht. In July, the product had a market share of 28.4 percent. “Ladival will undoubtedly make a significant contribution to our process of internationalizing successful brands.”

Ladival GmbH & Co KG also sees the negotiations as having had a successful outcome. “Although we did not want to sell Ladival back to STADA ahead of schedule, we respect the wishes of the new management. I believe this represents an extremely fair solution for both parties.” Under the terms of the agreement, STADA and Ladival GmbH & Co KG agreed that the latter would have the rights to use the Ladival brand exclusively in China (including Hong Kong), South Korea and Singapore in the future. However, STADA has a repurchase option for all three of these markets.

Executive Board: Dr. Claudio Albrecht (CEO) / Mark Keatley / Miguel Pagan
Supervisory Board Chairman: Dr. Günter von Au



About STADA Arzneimittel AG

STADA Arzneimittel AG is a publicly-listed company with headquarters in Bad Vilbel, Germany. The company focuses on a three-pillar strategy consisting of generics, non-prescription OTC products and specialty pharmaceuticals, biosimilars in particular. Worldwide, STADA is represented in about 30 countries with roughly 50 subsidiaries. Branded products such as Grippostad and Ladival are among the highest selling in their product categories in Germany. In financial year 2017, STADA achieved adjusted Group sales of Euro 2,255.3 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 433.9 million and adjusted net income of Euro 195.6 million. As of December 31, 2017, STADA employed 10,176 people worldwide.

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