



Press release

Holger Pohlen is new Director of Media Relations at STADA Arzneimittel AG

Bad Vilbel, June 6, 2017 – As part of a reorganization of corporate communications, Holger Pohlen (41) is assuming responsibility for the Media Relations department. Pohlen was previously Member of the Executive Management at Circle Comm, a communications agency in Darmstadt. He has many years of extensive experience in the areas of healthcare communication, content management and health policy. Pohlen will report directly to Sebastian Krämer-Bach, Executive Vice President Corporate Communications at STADA Arzneimittel AG.

“Corporate communication is a key strategic lever for the further development of STADA”, says Krämer-Bach. “I am very pleased that we have been able to attract an experienced communications professional like Holger Pohlen who will further expand our press relations efforts.”

Within the scope of the corporate communications restructuring, the former Director of Media Relations, Christian Goertz, will assume responsibility for the newly-created Corporate Brand Communications department. In this role, he will be responsible for increasing awareness of the company brand and its reputation as well as providing subsidiaries with advice related to brand communications.

Another key element of the corporate communications redesign is the Group-wide planning and management of STADA’s external and internal communication. This includes corporate and product PR, digital communication, change communication as well as health care policy, corporate social responsibility and sponsoring. In addition, all the Group’s communication channels will be bundled in this area.

Members of the Executive Board: Dr. Matthias Wiedenfels (Chairman), Helmut Kraft, Dr. Barthold Piening
Chairman of the Supervisory Board: Carl Ferdinand Oetker



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. The Group is the only independent generics producer in Germany. 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 /
Tel.: +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.

Members of the Executive Board: Dr. Matthias Wiedenfels (Chairman), Helmut Kraft, Dr. Barthold Piening
Chairman of the Supervisory Board: Carl Ferdinand Oetker