



Press Release

Frank Staud assumes overall responsibility for the STADA brand and communications

Bad Vilbel, October 17, 2017 – Frank Staud assumed the role of Executive Vice President Corporate Communications, Branding and Sponsoring on October 1. The 48-year old Austrian is responsible not only for the image of the STADA brand, but also for all of the Group's communication activities. These include corporate and product communication, change communication as well as external and internal communication. They also include branding and sponsoring. Staud reports directly to Chairman of the Executive Board Dr. Claudio Albrecht. "STADA currently finds itself in midst of the biggest transformation phase in its history. Outstanding internal and external communication is therefore of utmost importance", says Albrecht. "I am therefore extremely pleased that we have been able to attract Frank Staud, a proven expert, for this important task – someone who is also a specialist in change communication."

Staud has more than 20 years of experience in journalism and communications, most recently at the Austrian real-estate company PEMA Group where he held the position of Chief Marketing Officer. From 2010 until 2013 he was with pharmaceutical company Actavis, the world's fourth largest generics manufacturer, as Executive Vice President Corporate Communications responsible for internal and external communications as well as branding and sponsoring. The Innsbruck native's roots are in journalism. From 1999 until 2008 Staud served in various functions with the Tiroler Tageszeitung, including more than three years as Editor in Chief.

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,

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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.

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