



## Press Release

### STADA expands branded product strategy

Bad Vilbel/Huddersfield, September 16, 2014 – On the occasion of today's Capital Markets Day, which takes place at STADA's newest subsidiary, Thornton & Ross, Chief Financial Officer of STADA Helmut Kraft affirms the Group's focus on the strengthened expansion of the Branded Products segment. With additional acquisitions, progressing internationalization and centralized portfolio management, STADA intends to exceed the one billion euro mark in sales for branded products in the medium term.

“In the future, we will increasingly leverage synergies for the international positioning of our branded products. With the introduction of a centralized portfolio management structure and the advantages of decentralized marketing, we take account of the growing importance of this segment within the Group. We consistently follow our strategy of launching existing branded products in new markets and further expanding the portfolio at the same time”, says Helmut Kraft in his presentation.

In line with the topic of focus, STADA's Executive Board invited analysts to this year's Capital Markets Day held in Huddersfield, the headquarters of OTC supplier Thornton & Ross. The number 4 in the British OTC market has been part of the STADA Group since last autumn. Thornton & Ross acts as a “Center of OTC Excellence” where new branded products are worked on for Group companies worldwide. “For STADA, Thornton & Ross is not just an ideal addition in the British market, the company makes a large overall contribution to the expansion of STADA's branded products strategy with its long-standing experience and high level of expertise in the area of branded products”, explains Luc Slegers, Senior Vice President Europe at STADA.

Executive Board: Hartmut Retzlaff (Chairman) / Helmut Kraft / Dr. Matthias Wiedenfels  
Chairman of the Supervisory Board: Dr. Martin Abend



In light of current events, Dmitry Efimov, CEO STADA CIS, has informed the participants of market developments and trends in Russia and has highlighted the expectations of STADA's Executive Board regarding an upswing in the local business in the fourth quarter of the current financial year.

Overall, the Executive Board of STADA affirms its outlook for financial year 2014 with slight growth in Group sales, adjusted EBITDA and adjusted net income.

All of the presentations shown at the Capital Markets Day are available on STADA's website under Investor Relations at: [www.stada.com/cmd2014](http://www.stada.com/cmd2014).

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