

Press Release

Four out of five Germans feel overwhelmed in their day-to-day lives New STADA initiative investigates daily approach to health

Bad Vilbel/Hamburg, October 16, 2014 – 85 percent of all Germans are satisfied with their daily lives. Yet four out of five citizens feel at least occasionally overwhelmed in their day-to-day activities. In addition, 45 percent are dissatisfied with their weight. These results were revealed in the first health report of STADA's new "All the best" initiative. The results of the representative survey carried out by Kantar Health Deutschland on behalf of STADA Arzneimittel AG range from interesting facts to intimate details of how Germans approach their own well-being. "The results of the study reveal, among other things, which challenges Germans are faced with day in and day out. We would therefore like to use this new initiative to make a contribution to people's health in their day-to-day lives", explained Hartmut Retzlaff, Chairman of the Executive Board of STADA Arzneimittel AG, at today's press conference in Hamburg to introduce STADA's "All the best" initiative.

As highlighted by Corinna Mühlhausen's presentation, the public is becoming more and more health conscious. Mühlhausen, a trend analyst, described the current trend of the so-called "self-improver". What this means is that people are taking a more intense and individualized approach to their own bodies. As a result, people are coming to perceive health as a key value. In an interview, former world-class swimmer Franziska van Almsick added her personal tips of how she deals with health-related challenges: "I pay attention to getting enough movement and a healthy diet as well as fresh air. When I feel good and fit, I'm better equipped to deal with a stressful day."

The stresses of daily life

STADA's survey proved that stress is an important issue in day-to-day life. For Germans, the most burdening of these daily stresses are occupational stress, the resulting pressure of job-related expectations and the lack of time. These results were reported by 65 percent of the study's participants, who make up a representative sample of 2,000 citizens aged from 18 to 70. This means that stress represents a more significant challenge for Germans than lack of movement, family problems or bad nutrition, for example. Hectic jobs could

also have a hand in the finding that 80 percent of Germans report feeling occasionally overwhelmed by their day-to-day lives. This applies even more so for women with 84 percent than men with 72 percent.

Men visit the doctor more frequently than women

Despite the fact that many German citizens are critical of the stress they experience, nine out of ten surveyed are satisfied with their day-to-day lives. Further, 74 percent feel well informed on matters of health. 42 percent trust themselves more than anyone else, apart from their doctor, when it comes to their own health. The classic trip to the doctor seems to be more of a male habit: Whereas 51 percent of men would go to the doctor for minor illnesses, such as colds, or muscle and joint pain, only 37 percent of women go to the doctor for issues they don't consider serious. In addition to a trip to the doctor, one out of three Germans take advantage of non-prescription medicines from the pharmacy to remedy their ailments.

Kissing and cuddling despite colds

Around half the Germans show their heroic side when it comes to sparing their sweetheart from a cold. 55 percent of men would take their loved one's cold from them if they could, while 40 percent of women were willing enough to reciprocate the same sacrifice. Also when affection comes into play, many of those questioned were unwilling hold their passions at bay for mere cold: Nearly 40 percent would still kiss their loved ones on the mouth while another 39 percent permit smaller tokens of affection such as a kiss on the cheek. The complete STADA health report with a wealth of other exciting results can be found at: www.stada.de/initiative.



“All the best” – A STADA initiative

STADA's “All the best” initiative was founded in the autumn of 2014. It supports people in staying or becoming fit and healthy in their day-to-day lives. It focuses on the prevention and treatment of things like malnutrition, colds and injury-related pain. STADA intends to foster the awareness that people must take a responsible approach to their greatest asset “Health” in order to deal with their daily tasks. The initiative is also enjoys the support of high-ranking experts in the fields of medicine, science, sport and lifestyle areas. Current information on the initiative and ongoing projects can be found at: www.stada.de/initiative.

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. As of December 31, 2013, STADA was represented in 29 countries with 47 sales companies. Branded products such as Grippostad, Ladival and Mobilat are among the highest selling in their product category in Germany. In financial year 2013, STADA achieved Group sales of Euro 2,014.4 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 415.2 million and adjusted net income of Euro 160.6 million. As of December 31, 2013, STADA employed 9,825 people worldwide.

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