



## Press Release

### STADA optimizes German sales

Bad Vilbel, October 1, 2013 – The STADA Group is optimizing its sales activities in Germany. To this end, STADAVita GmbH will be founded. From the beginning of the coming year, the new company will take over sales of preventive branded products such as nutritional supplements, of plant-based products and of blood sugar tests for diabetics. STADA GmbH will continue to be responsible for the high-margin and well-known curative branded products. These include over-the-counter pharmaceuticals such as Grippostad and Mobilat. The sun protection line Ladival will also continue to be distributed by STADA GmbH. This is on top of over-the-counter generics products like paracetamol. STADApHarm GmbH, on the other hand, will in future focus exclusively on prescription generics. Hemopharm, which to date had also been active as a sales brand in the branded products area, will no longer appear in Germany. Sales of the relevant Hemopharm products will be assumed by the new STADAVita.

"The reorganization of German sales allows us to distribute all high-margin branded products under the strong STADA name. We can thus take full advantage of and further expand awareness of the Group brand", says Hartmut Retzlaff, Chairman of the Executive Board at STADA. "On the other hand, we are eliminating portfolio overlaps and achieving synergies in the sales area that will help us to reduce costs. Especially for the prescription generics, this is a particular advantage in the challenging competitive environment of German discount agreements."

The Group sales companies that are also active in Germany, ALIUD PHARMA (generics) and cell pharm (oncological and nephrological pharmaceuticals) remain unaffected by the reorganization.



**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 traditionally has a strong presence in Europe and is the only independent generics producer in Germany. Generics are high-quality, but substantially cheaper alternatives to the original products. Worldwide, STADA is one of the five leading companies in the generics industry and is represented in more than 30 countries with approximately 50 subsidiaries. Branded products such as Mobilat, Grippostad and Ladival are among the highest selling in their product category in Germany. In financial year 2012, STADA achieved Group sales of Euro 1,837.5 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 367.5 million and adjusted net income of Euro 147.9 million . As of December 31, 2012, STADA employed 7,761 people worldwide.

For more information please contact:

STADA Arzneimittel AG  
Media Relations  
61118 Bad Vilbel  
Tel.: +49 6101 603-165  
Fax: +49 6101 603-506  
e-mail: [press@stada.de](mailto:press@stada.de)