

STADA

Corporate Presentation Investor Relations, November 2015



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The Executive Board of STADA Arzneimittel AG:

H. Retzlaff (Chairman), H. Kraft, Dr. M. Wiedenfels



History

- **1895** Founded in Dresden as a pharmacists' cooperative
- **1970** Stock corporation with restricted registered common shares only for pharmacists
- 1975 Market entry in the young generics market
- **1986** Beginning of internationalization
- 1998 Start of trading on the stock exchange
- 2001 Included in MDAX on July 23, 2001
- 2004- Start and expansion in Eastern Europe: Acquisition of
 2008 Nizhpharm and Makiz-Pharma, Russia, as well as Hemofarm Group, Serbia
- From Accelerated shift in business mix toward branded products,
 among other things, acquisition of the portfolio of Grünenthal in Central and Eastern Europe as well as in the Middle East, the OTC manufacturer Thornton & Ross in the UK and the Agualor[®] product portfolio in Russia
- Today Enterprise value as of September 30, 2015: €3.3 billion Employees as of December 31, 2014: approx. 10,360 Present in over 30 countries Shareholder structure: approx. 11% pharmacists and doctors Free float: 100%





Strategy and Outlook

Strategy for continous growth and constant value creation



Consumer focus: expansion of branded products	 Aspiring higher share of branded products in adjusted operating profit of core segments (2014: 52%) based on both organic growth and acquisitions
Expansion of generics portfolio across market regions	 Focus on markets with high share of self-pay patients (e.g. CIS, Asia, MENA) Expansion of biosimilar portfolio with risk-averse approach
Full pipeline	 Generics: over 1,300 running approval procedures as of Dec. 31, 2014 Development partnerships Branded products: Center of OTC Excellence
Disciplined capital allocation	 Value-adding acquisitions with concentration on high-margin OTC product portfolio and/or growth markets

Risk-averse business strategy: no risk concentration or liability risk

Strategic and financial roadmap: Focus on Brands with legacy generics business





- Shift in business portfolio mix
 - Brands sales growth above market average (CER)²⁾³⁾
 - Generics growth in low single digits percentage (CER)²⁾
 - Accelerated by smart acquisitions focused on brands
- 1) Share of adjusted operating profit of the two core segments
- 2) Constant exchange rates
- 3) Global OTC market: 6.9% p.a. by 2019, IMS September 2014



Sales split 2014





Product pipeline (branded products)

Center of OTC-Excellence for branded products

- Think tank for the entire STADA Group
- Multidisciplinary team: market research, consumer marketing, OTC branding, R&D, production and business development
- Objective: long-term pipeline and portfolio development in the areas of OTC, dermatology and bone health
- Ongoing development of the Group's branded product portfolio
- Support of expansion strategy for branded products
- Under the umbrella of STADA Arzneimittel AG, supported by the British subsidiary Thornton & Ross









Product pipeline (biosimilars)

Portfolio expansion

- Comprehensive experience with the approval process for EMA resulting from the development of Epo
- Exploiting opportunities with adequate consideration of risks and benefits
- Decision to choose an in-licensing approach, among other things, due to the experiences made with the European marketing of Epo
- Avoidance of high R&D costs milestone payments backloaded and performance related
- Selection of an experienced partner

- Epoitin zeta (Silapo®) since 2008
- Filgrastim (Grastofil[®]) since 2014 (Apotex)
- Rituximab (Gedeon Richter)
- Teriparatid (Richter-Helm)
- Adalimumab (LOI, mAbxience)
- Pegfilgrastim (Gedeon Richter)



Product pipeline (traditional generics)

Full pipeline

- Introduction of 626 individual products worldwide in 2014 (706 in 2013)
- 405 new products in 1-9/2015 (459 in 1-9/2014)
- Over 1,300 approval procedures for more than 150 active pharmaceutical ingredients in over 55 countries worldwide
- Development partnerships increase pipeline security
- Planning horizon beyond 2024
- Over 800 active pharmaceutical ingredients, over 16,000 product packagings marketed by the Group



Outlook for 2015

Group:

- Slight growth in sales adjusted for currency and portfolio effects
- Substantial decrease in adjusted EBITDA and adjusted net income¹⁾
- Ratio of net debt, excluding further acquisitions, to adjusted EBITDA of nearly 3

Adjustment for special effects in connection with the translation effects recorded in profit and loss resulting from the fluctuation of the Russian ruble as well as further significant currencies of the market region CIS/Eastern Europe

Adjustment for additional depreciation and other measurement effects due to purchase price allocations as well as significant product acquisitions taking financial year 2013 as a basis

¹⁾ Taking into account the currency relations at the time the preliminary outlook as of February 19, 2015 was published.



Assumptions for market regions for 2015

	Operational influence factors
Germany	 Sales unchanged (adjusted for reclassification effect), operating profitability below Group average Positive development of generics in Germany, brands relatively stable, export business declining (reclassification)
Central Europe	 Sales growth, operating profitability at Group average Positive development of the top markets of UK, Italy and Spain with relatively high profitability; Belgium declining UK: strong dynamic at Thornton & Ross and Britannia (APO-go[®])
CIS/Eastern Europe	 Sales growth in local currencies, operating profitability adjusted for negative currency effects above Group average Uncertainties about future business development, but no escalation of CIS crisis; burdened by currency weakness and reluctance to buy; Russia in local currency with sales growth
Asia/Pacific & MENA	 Sales growth, operating profitability above Group average Substantial sales growth in Vietnam, China and MENA



Market Regions



Sales 1-9/2015

By market region



(x) = Adjusted for changes in the Group portfolio and currency effects.



Market region Central Europe

Generics sales (in € million)		Branded proc (in € million)	Branded product sales (in € million)		
Total	1-9/2015: €7		(+5%, adjusted ¹⁾ -1%)	
	447.8	448.8	+18.	257.4	113.7
			217.4		2
	1-9/2014	1-9/2015	1-9/2014	1-9/2015	Ita (+6

Most important countries (sales in € million)



1-9/2015

- UK, Spain and Italy with positive development
- Belgium with inventory effects and regulatory impediments
- Slight decrease in France, particularly due to portfolio consolidation (branded products)

1) Adjusted for changes in the portfolio and currency effects.

Outlook 2015

- Sales growth
- Operating profitability at Group average
- For Europe in 2014-2019, IMS Health expects sales growth of +5.2% for Generics and +0.6% for OTC products



Market region Germany

Generics sales (in € million)

Total 1-9/2015: €345.0 million (+1%)

Branded product sales (in € million)

+7.7% 11.9% 242.3 225.1 116.5 102.6 1-9/20141-9/20151-9/20141-9/2015

Magnetrans° 375 STADA D 20 Kapsel

Restructuring of the German sales activities



- **STADAvita** (Preventative arm)
- STADA GmbH (Curative arm)
- Withdrawal of STADApharm from discount agreement market

- Generics +7.7%, Branded Products –11.9%, ٠ export sales decreased by 46% due to a reclassification
- Local development in Germany (not including ٠ export): Generics +13.9%, Branded Products -3.1%

Outlook 2015

- Sales unchanged (adjusted for reclassification effect)
- Operating profitability below Group average



Generics

Market region CIS/Eastern Europe

Generics sales (in € million)		Branded pr (in € million)	roduct sales
Total 1-9/20	15: €353.6 million (-8	8%, adjusted ¹⁾ -	⊦17%)
171.0	148.3	212.5	204.5
1-9/201	4 1-9/2015	1-9/2014	1-9/2015

Most important countries





1-9/2015

- Dampened by CIS crisis, burdened by currency weakness
- Generics segment in Serbia burdened by regulatory interventions; strong growth of Branded Products
- Strong performance in Russia, particularly with branded products due to pull-forward effect in Q3

1) Adjusted for changes in the portfolio and currency effects.

Outlook 2015

- Sales increase in local currencies
- Operating profitability adjusted for currency effects above Group average



Development in Russia

Generics sales	
(in € million)	

Branded product sales (in € million)

Total 1-9/2015: €202.4 million (-14%, adjusted¹⁾ +20%)



- STADA: No. 2 among local suppliers/producers
- 87% of the market are "out of pocket" (STADA: 93%)
- High degree of loyalty to the Nizhpharm and Hemofarm brands
- Limited government regulation

Measures in the currently difficult market environment

- Balanced portfolio, allowing for volume growth
- No delay in the launch of new products from 2015
- Selective price increases
- Support of successful regions, redistribution of resources in sales
- Temporary hiring freeze

Outlook 2015

• Sales and earnings contributions significantly influenced by exchange rate development

1) Adjusted for changes in the portfolio and currency effects. 2) Source: IMS Health, DSM Group



Market region Asia/Pacific & MENA

Generics sa (in € million)		Branded pro (in €million)	duct sales
Total 1-9/2015	: €106.8 milli	on (+62%, adjusted ¹⁾ +	34%)
+4	0.5%) 56.7	>10	0%
40.4			40.8
		19.5	
1-9/2014	1-9/2015	5 1-9/2014	1-9/2015

Development Vietnam (in bn USD in CER²)



1-9/2015

- Strong growth in Vietnam
- Initial consolidation of STADA Egypt and STADA MENA
- Inclusion of MENA region in the expanded market region Asia/Pacific & MENA

Outlook 2015

- Significant sales growth
- Operating profitability above Group average
- IMS forecast market growth 2014-2019: 11.3% (with constant exchange rates)

1) Adjusted for changes in the portfolio and currency effects. 2) Constant exchange rates.



Branded Products



STADA branded products



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Wide range of product categories

Cough and Cold	Skin Treatments / Cosmetics	Vitamins, Minerals & Nutritional supplement	Pain	Others
аквалор ^(Aqualor®)	Ladival	Fultium [®] -D ₃	Mobilat	APO-go
Grippostad [®]	Cetraben® As close to your skin as you are	Magnetrans [®]	Sti lidokain medicinski flaster Z A LI JE PI TE G D JE B O LI !	ЛЕВОМЕКОЛЬ® (Levomecol®)
SNUP ®	Zeroderma [®]	EUNOVA	Trama l	(Vitaprost®)
COVONIA	Flexitol .	Cura zink	ZALDIAR®	Hedrin
	CLAIRE FISHER NATUR CLASSIC	RYDEX 375 IMMUN-POWER	Transdermalni baprenorfin Transtec® Za kontrolu kronične boli	HIRUDOID®
	SWYZZ SUN		PALE <mark></mark> XIA®	Hoggar®



Strategic focus on OTC

2010¹⁾

	OTC corporation	Sales in € m
1	Novartis	1,364
2	Bayer	1,186
3	Sanofi	1,081
4	Johnson & Johnson	1,010
5	GlaxoSmithKline	605
6	Teva	546
7	Reckitt Benckiser	537
8	Boehringer Ingelheim	408
9	Abbott	396
10	Roche	382
11	Bristol-Myers Squibb	370
12	Pierre Fabre	343
13	STADA	342
14	Meda	336
	Total Market	20,093

2014¹⁾

	OTC corporation	Sales in € m
1	Novartis	1,550
2	Bayer	1,183
3	Sanofi	1,176
4	Johnson & Johnson	957
5	Teva	597
6	Reckitt Benckiser	541
7	Boehringer Ingelheim	446
8	GlaxoSmithKline	411
9	STADA	391
10	Abbott	373
11	Roche	365
12	Meda	316
13	Menarini	314
14	Braun-Melsungen	313
	Total Market	21,156

1) Definition of overall market: EU28+RU+CH+NO+RS – Panel: Retail + Hospital – MAT/12/2014, not including cosmetics and Rx branded products; Source: IMS Health MIDAS



Branded Products 1-9/2015



1-9/2015

- CIS burdened by currency weakness ۲
- Thornton & Ross highly dynamic
- APO-go® on growth path
- Asia/Pacific & MENA with excellent performance ٠

- Internationalization of leading brands
- Expansion with focus on growth niches
- Support through advertising and strong position in pharmacies

 $(\mathbf{x}) = Adjusted$ for changes in the Group portfolio and currency effects.



Top 10 brands in 1-9/2015

No.	Branded Product	Growth in %	Sales in €million	Indication
1.	APO-go [®] (RX)	+29	46.1	Parkinson
2.	Aqualor [®] (OTC)	+12	28.1	Cough and cold
3.	Grippostad [®] (OTC)	+10	26.2	Cough and cold
4.	Ladival [®] (OTC)	-22	19.9	Sun Protection
5.	Snup [®] (OTC)	-9	19.9	Rhinitis
6.	Care ^{®1)} (OTC)	+10	14.1	Umbrella brand
7.	Levomecol [®] (OTC)	+18	13.5	Infection
8.	Vitaprost [®] (OTC)	+3	13.2	Prostate enlargement
9.	Hedrin [®] (OTC)	+13	13.0	Pediculosis
10.	Fultium [®] (OTC, RX)	Launch	12.4	Vitamin D deficiency adival
	All Branded Products	+7 (adj. +11) ²⁾	605.3	FOR KINDER
			Side State	CUT (2,1) 50+ 0 50+ après
				19 Sovarate Kriste withel (% 2014) Angebe 7/2014 2
				www.test.de

Umbrella brand for various indications such as skin care, cold medicine, gastrointestinal disease, pain medication, among others.
 Adjusted for changes in the Group portfolio and currency effects

Strong sales growth in the branded products area¹⁾ in 2014



1) Each relating to the market region.

YEARS

STADA

ALL THE BEST



Brand acquisitions provide strong momentum

Acquisitions 2014/2015

- Claire Fisher (Cosmetics)
- Aqualor[®] (Cough and cold)
- Flexitol[®] (Dermatological hand and foot care)
- Fultium[®] (Vitamin D3 deficiency)
- AndroDoz[®] and NeroDoz[®] (Men's health)
- Rydex[®] Immun-Power* (Nutritional supplement)
- DAOSIN[®] (Enzymatic food intolerances)
- Combigesic[®] (analgesic combination distribution from Q4/2015 onwards)
- Binosto[®] (bisphosphonate/ osteoporosis distribution from Q4/2015 onwards)





Generics

STADA Leading position in key markets



Belgium: #1	Eurogenerics	EUROGENERICS
Serbia: #1	Hemofarm	I Hemofarm
Russia: #21)	Nizhpharm, MAKIZ	STADA
Germany: #3	ALIUD, STADApharm	STADA Arzneimittel
Spain: #2	Laboratorio STADA	STADA más salud, más vida
Italy: #5	EuroGenerici	

Agility, flexibility and longstanding expertise to manage heterogenous markets and complex portfolios is our plus – supported by a competitive cost basis and the highest quality

1) Local suppliers/producers



Generics 1-9/2015



- CIS burdened by currency weakness
- Central Europe benefits from increased penetration
- Germany increases locally, rein on costs
- Positive development in Asia/Pacific & MENA

•	Set priority on growth markets with high share of
	self payers, e.g. CIS, Asia and MENA

- Build portfolio of biosimilars based on risk-averse in-licensing approach
- Production focus on Serbia
- Development partnerships

(x) = Adjusted for changes in the Group portfolio and currency effects.



Environment analysis

Growth markets health care & pharma

- Global population growth
- Aging society in industrialized countries
- Medical progress
- International pharmaceutical market prognosis to 2019: 5 to 7% p.a.¹⁾

Growth opportunities for generics

- Progressive generics penetration
- Continuous patent expirations, especially in biologicals with high sales potential
- Global generics market prognosis to 2019: up to 7,4% p.a.¹⁾

Growth opportunities

Specific challenges and additional risks

- · Regulatory interventions
- Exchange rate volatility
- Default risks, among other things

1) IMS Market Prognosis, September 2014; IMS Market Prognosis Global, September 2014; IMS Syndicated Analytics Service (September) 2014; prepared for STADA February 2015. The market data on generics fluctuate in some cases substantially due to differing market definitions from source to source.



Financials



Growth components 1-9/2015





1) Adjusted for changes in the Group portfolio and currency effects.



Key earnings figures 1-9/2015



1) Adjusted for one-time special effects.



Net income adjustments in 1-9/2015¹⁾

in €million



Reported net Delta additional Extraordinary Measurement Adjusted net Translation Value of derivative income depreciations/ expenses and expense of adjustments income income (e.g. financial amortization and significant following disposal of other currencies of impairment instruments German logistics market region measurement tests effects CIS/Eastern activities, relief from payments from purchase Europe price allocations received in connection with and significant product damage claims) acquisitions

1) For a detailed definition, see STADA's Interim Report 1-9/2015.


Development of sales and margins



1) Adjusted for one-time special effects (2009-2015) and non-operational effects from curreny influences (2009/2010).



Tax efficiency

Development of the adjusted tax rate

Outlook adjusted tax rate



Tax rate in 1-9/2015 within expectations for 2015:

- The improvement of the tax rate primarily results from a changed profit allocation: Since the end of 2013, STADA Arzneimittel AG has assumed following the conclusion of the "build the future" program the central service functions in connection with an adjustment in the corresponding internal transfer pricing model
- In financial year 2014, as well as in 1-9/2015, STADA Arzneimittel AG did not face any additional disadvantage from the regulations in connection with the interest barrier in Germany



Balance sheet structure

Assets in €million		Sep. 30, 2015	Dec. 31, 2014
A. Non-current assets		2,042.4	2,013.8
B. Current assets		1,274.3	1,321.7
Total assets		3,316.7	3,335.5
Equity and liabilities in €million	i	Sep. 30, 2015	Dec. 31, 2014
A. Shareholders' equity		1,017.7	903.4
B. Non-current liabilities		1,467.8	1,246.7
C. Current liabilities		831.2	1,185.4
Total equity and liabilities		3,316.7	3,335.5
Net working capital in € million		Net debt in €million	
660.7	711.8	1,327.5	1,329.0
Dec. 31, 2014	Sep. 30, 2015	Dec. 31,2014	Sep. 30, 2015
N Proportation & November 2015	lava	atar Palatiana	r



Balanced financing structure

Remaining maturities of financial liabilities due to banks as of September 30, 2015 in €million



• In the first quarter of 2015, STADA was able to secure a corporate bond in the total amount of € 300 million with a term of seven years.

- Net debt to adjusted EBITDA ratio¹: 3.4²) (1-9/2014: 3.4²)
- Cash and cash equivalents including current securities: €102.7 million (December 31, 2014: €164.2 million)
- Access to firmly committed credit lines from banking partners for many years

2) Net debt to adjusted EBITDA ratio of the reporting period (on linear extrapolation on a full-year basis)

¹⁾ Adjusted for one-time special effects.

Cash flow from operating activities and adjusted free cash flow



Cash flow from operating activities (in € million)



Adjusted free cash flow¹⁾ (in €million)



1) Free cash flow comprises cash flow from operating activities and cash flow from investing activities, adjusted for payments for significant investments or acquisitions and proceeds from significant disposals



Expenses for capital expenditure



1-9/2015 vs. 1-9/2014 in € million

129.7		192.4	10.3
	29.5		
29.8		129.4	
30.6		26.4	
39.7 (D.1		0.1
1-9/2015		1-9/2014	

- Share of consolidated companies and business combinations
- Significant investments in intangible assets for the short-term expansion of the product portfolio
- Investments in other intangible assets (support of organic growth)
- Investments in property, plant and equipment
- Investment in financial assets

Proceeds

- 1-9/2015: €2.6 million
- 2014: €12.0 million
- 2013: €5.4 million
- 2012: €14.0 million



Notes



1) of the two core segments Generics and Branded Products.



P&L details 1-9/2015

in €million	1-9/2015 in € million	1-9/2015 in % of sales	1-9/2014 in € million	1-9/2014 in % of sales	
Gross profit	739.4	48.2	702.9	47.4	Improved gross margin despite burdens from the CIS crisis
Selling expenses	343.7	22.4	322.1	21.7	Higher marketing expenses
G&A expenses	130.8	8.5	112.1	7.6	In the previous year, earnings from changes to the defined benefit plan of the Chairman of the Executive Board
R&D expenses	47.9	3.1	44.4	3.0	Stable development
Financial Result	-50.2		-48.2		Decrease due to the measurement of derivative financial instruments



Dividend

Dividend per STADA common share in €



Dividend payout	2014: € 40.0 million (2013: € 39.8 million
Dividend policy	Appropriate share of reported net income to shareholders

Pay-out ratio





Concentration of the production processes

hare in production olume 2009	Own production locations	Share in production volume 2014
34%	Market region Germany Bad Vilbel (Germany)	14%
	 Pfaffenhofen (Germany) Market region Central Europe 	12%
	Huddersfield ¹⁾ (UK)	
56%	 Market region CIS/Eastern Europe Vrsac (Serbia) Sabac (Serbia) Dubovac (Serbia) Banja Luka (Bosnia-Herzegovina) Podgorica (Montenegro) Nizhny Novgorod (Russia) Obninsk (Russia) 	61%
10%	Market region Asia/Pacific & MENA Ho-Chi-Minh-City (two locations in Vietnam) Tuy-Hoa-City (Vietnam) Bejing (China)	13%
14	Number of production sites ¹⁾	14

1) Purchase as of August 2013 with the acquisition of Thornton & Ross.



Sentember 30 2015

Share capital and shareholder structure

STADA shares ¹⁾²⁾	62,342,440
Amount of treasury shares	88,038

Shareholder structure as of Dec. 31, 2014

- 100% free float
- Approx. 58% institutional investors
- Current notices with regard to the exceeding of the legal reporting threshold of > 3% of shareholdings are published on STADA website (www.stada.com)
- Approx. 11% pharmacists and doctors

2) Additional authorized capital of 29.4 million common shares.

3) Exercise price for subscription of 20 common shares: € 329.00.

¹⁾ Owners of registered common shares with restricted transferability must be recorded in the shareholders' register in order to be able to exercise their shareholders' rights. Recording in the shareholders' register is only possible with the approval of the Executive Board.



Responsibility and sustainability

Code of Conduct

Markets and products

- STADA mission statement: care for people's health and well-being.
- Generics contribute to efficient and affordable health care for society
- Risk-averse business model: no research, very few clinical studies and animal experiments, therefore no risk concentration
- Focus on marketing and sales in over-the-counter drug market

Environment

- Top priority placed on quality and product safety
- GMP-certified production facilities
- Business model without significant emissions risk since no active pharmaceutical ingredients are produced
- Regular Group-wide quality control reviews in own production facilities as well as at suppliers

Society

- Strengthening of employee well-being through fitness and health care
- High share of women in management positions (2014: 51%)
- Professional training, language classes, talent development programs
- Additional forms of remuneration, such as child care contributions
- Sponsoring activities, support of culture and sports

Governance

- Annual Declaration of Compliance in accordance with the German Corporate Governance Code: determination of shareholder rights, cooperation between the Executive Board and the Supervisory Board, as well as remuneration, reporting and transparency obligations
- Group-wide Compliance Management System based
 on best practices



Your contact

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