



Press release

STADA becomes a major Consumer Healthcare player by acquiring 15 well-established GSK brands

- Acquisition of 15 well-established consumer healthcare brands across more than 40 countries and multiple therapeutic areas from GSK
- The portfolio includes cold & flu, pain and skincare brands
- STADA CEO Peter Goldschmidt: "This acquisition will further strengthen our position as a strong consumer healthcare player and support our growth acceleration."

Bad Vilbel, February 24, 2020 – STADA AG is significantly expanding its global OTC business agreeing to acquire a portfolio of well-established local and regional consumer healthcare brands from GlaxoSmithKline (GSK) in countries predominantly in Europe including France, Germany, Italy, Poland, Russia, Spain and Switzerland. The transaction represents 15 brands including Venoruton, for venous treatment; Coldrex cold remedy; Cetebe vitamin C supplements; Mebucaine sore throat range and Tavegyl allergy brand. These five brands account for just over half of the acquired brands' combined turnover.

"As a broad-based European player with a strong presence in multiple markets, STADA is increasingly the Go-to-Partner in generics and consumer health. The brands being acquired, and their geographic presence, are well aligned with STADA's core countries and our organic activities", comments STADA CEO Peter Goldschmidt. "This will enable us to drive additional growth alongside our strong growth in the generics business. Under our ownership, we believe there is an excellent opportunity to revitalize and grow these consumer healthcare brands", Goldschmidt adds.

Executive Board: Peter Goldschmidt (CEO) / Dr. Wolfgang Ollig / Miguel Pagan Fernandez
Supervisory Board Chairman: Dr. Günter von Au



“We are delighted to be bringing 15 brands with strong local heritage, such as Venoruton, Coldrex and Cetebe into the STADA portfolio,” remarks STADA Head of Europe Steffen Wagner. “This is an ideal transaction for both parties.”

From a geographic perspective, sales of the GSK Consumer Healthcare portfolio being acquired by STADA are distributed broadly, with Germany, Russia, Poland and Spain each accounting for more than a tenth of portfolio turnover. Also among the top 10 countries by portfolio sales are France, Hungary, Italy, Portugal, Serbia and Switzerland, further enhancing STADA’s position as a truly pan-European consumer healthcare player.

The proposed transaction comes after STADA’s acquisition from GSK last year of five OTC skincare brands – Ceridal, Eurax, Oilatum, Polytar and Savlon – as well as Tixylix pediatric cough remedies in Europe and selected markets in the Asia-Pacific and Latin America regions.

The transaction is subject to customary conditions and is expected to close in Q2 2020. No financial details will be disclosed of the asset-purchase agreement for full rights, including marketing authorizations.

About STADA Arzneimittel AG

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a two pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription consumer health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2018, STADA achieved adjusted Group sales of EUR 2,330.8 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 503.5 million. As of December 31, 2018, STADA employed 10,416 people worldwide.

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