



## Press release

### Romaniszyn leads STADA Poland's growth strategy

- Paulina Romaniszyn joins STADA as country head, Poland, having previously held a similar position at Accord Healthcare.
- Romaniszyn will lead STADA's growth strategy in Poland, spanning a broad portfolio that ranges from prescription medicines to OTC products and food supplements.
- STADA Head of Europe Steffen Wagner: "I am delighted that Paulina will lead the STADA business in Poland, an important pharmaceutical market in Europe. She has the right expertise and drive to deliver our growth strategy."

**Bad Vilbel, September 14, 2020** – STADA Arzneimittel has welcomed Paulina Romaniszyn as its Country Head and General Manager in Poland from September 7. Romaniszyn previously held a similar position at Accord Healthcare, where she was responsible for driving growth across the business while implementing operational improvements.

At STADA Poland, Romaniszyn will oversee a broad portfolio of products across numerous therapeutic categories. These range from biosimilars through branded and unbranded prescription medicines to OTC products and food supplements.

In the consumer health sector, STADA Poland roughly doubled its local presence by acquiring recently from GlaxoSmithKline the Orofar (lidocaine, benzoxonium chloride, cetylpyridine) and Cholinex (choline salicylate, hexylresorcinol, bezalkonium chloride) sore-throat treatments, as well as the oxerutin-based Venoruton leg-vein brand. These brands, in addition to supplement brands such as the herbal respiratory aid Sinulan Forte gained through STADA's acquisition of Walmark, add to already extensive OTC

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portfolio of brands in Poland such as Nizoral, Itami, Oilatum, Lactostad, Hedrin, Elmetacin, Mobilat, Hirudoid, Snup, ViraSoothe and Xalgin.

Building on the extensive group portfolio, STADA has high growth ambitions in Poland's generics market, with pain-relief a particular area of expertise. And drawing on the promise of the group's extensive biosimilars pipeline through development alliances with companies including Alvotech, Insud's mAbxience and Xbrane Biopharma, STADA expects to be a key biosimilars player in the future.

STADA's Head of Europe Steffen Wagner commented: "I am delighted that Paulina will lead the STADA business in Poland, an important pharmaceutical market in Europe. She has the right expertise and drive to deliver our growth strategy."

Romaniszyn brings to STADA Poland broad experience in the hospital and tenders sectors, including with biosimilars such as filgrastim and pegfilgrastim, and well as in the retail generics and OTC segments. She has proven expertise in building marketing and sales strategies, including launch executions and market access, as well as in leading cross-functional teams.

"I am delighted to be joining STADA, which is truly proving itself to be the go-to-partner for Generics and Consumer Health across Europe," explained Romaniszyn. "With the portfolio and pipeline at our disposal in Poland, we are ideally placed not just to deliver on STADA's growth vision, but also to fulfil our purpose of caring for people's health as a trusted partner."



**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 2019, STADA achieved adjusted Group sales of EUR 2,608.6 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 625.5 million. As of December 31, 2019, STADA employed 11,100 people worldwide.

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