



## Press release

### STADA sets up for success with Erin Federman as global biosimilars commercial head

- Experienced expert Erin Federman will oversee commercialization of STADA's biosimilars portfolio and pipeline as Global Commercial Head for Biosimilars
- Federman previously led global marketing for Novo Nordisk's insulin portfolio, having also managed partnerships with major biosimilar developers in heading European biosimilars commercial operations for Mylan/Viatris
- Bryan Kim, Head of Global Specialties, Senior Vice President: "With Erin's expertise ranging from product development, launch excellence, focus on brand strategy, patient advocacy and market access, she is the ideal candidate to take STADA's biosimilars business to the next level."

**Bad Vilbel, 5 January 2022** – STADA is from 3 January 2022 strengthening its biosimilars capabilities with the appointment of Erin Federman as Global Commercial Head, Biosimilars and Vice-President. In this role, Federman will have responsibility for commercial strategy and launch execution of STADA's growing biosimilars portfolio that already includes epoetin zeta, teriparatide and bevacizumab, as well as for the group's extensive biosimilars pipeline through a network of global partners that covers therapeutic areas such as oncology, immunology and ophthalmology.

Federman – who will report to STADA's Head of Global Specialties, Bryan Kim – is widely recognized within the industry as a passionate advocate of the access and affordability advantages conferred by biosimilar competition. Having previously held the role of Chair of the Market Access sub-committee of the Biosimilar Medicines Group of industry association Medicines for Europe in 2018-2019, she has been quoted extensively in leading publications.

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



Federman joins STADA from Novo Nordisk where she was most recently Global Marketing and Project Vice President for the Danish group's US\$8 billion global insulins portfolio. In that role, she headed the global cross-functional team which managed all global marketing, strategic lifecycle-management and patient-engagement activities.

In the biosimilars and biologics sector, Federman has gathered extensive experience with several leading players. Before joining Novo Nordisk, she was Vice-President, Commercial Head of Biologics Europe at Viatrix' predecessor Mylan. In that role, she led the European commercial teams that successfully launched three biosimilar molecules.

Having also served as Director and Team Lead for Global Marketing of Immunology Biosimilars at Boehringer Ingelheim, Federman combines in-depth knowledge of the commercial landscape for biosimilars with broad expertise in both the originator prescription drug and medical device arenas through roles at Pfizer, Smiths Medical and Fujifilm SonoSite. A US citizen, she has gained extensive therapeutic experience across immunology, oncology, diabetes, ophthalmology, cardiologic and general medicine through positions in countries including Denmark, Italy, the UK and the US, as well as in Germany, to which she now returns to operate from STADA's headquarters.

"We are delighted to have attracted a leader of Erin's caliber to STADA," commented Kim. "Erin is a positive disruptor and leader with proven reputation for putting people first while delivering business results. Her can-do attitude and entrepreneurial spirit will be a great addition to the One STADA community. With her expertise ranging from product development, launch excellence, focus on brand strategy, patient advocacy and market access, she is the ideal candidate to take STADA's biosimilars business to the next level." "I am thrilled to be joining STADA to help drive our vision of becoming a leading supplier of biosimilars," Federman stated. "STADA has a robust portfolio and pipeline of biosimilars, and these important therapies will have measurable impact on the lives of patients across Europe and beyond."

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### **About STADA Arzneimittel AG**

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a three-pillar strategy consisting of generics, specialty pharma and non-prescription consumer healthcare products. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2020, STADA achieved group sales of EUR 3,010.3 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 713.3 million. As of 31 December 2020, STADA employed 12,301 people worldwide.

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