



## Press release

### **STADA strikes partnership with CR Sanjiu in China to drive growth of its cough and cold portfolio**

- Partnership agreement signed on 22 November to broaden distribution and promotion of cough and cold brands such as Shidagong, Gelite and Ruike in China
- Partnership combines STADA's long-established cough/cold brands with CR Sanjiu's expertise and strong market presence in China's hospital and retail market for consumer health and prescription medicines
- STADA Head of Emerging Markets, Stéphane Jacqmin: "Expanding our presence and service to customers in China's cough and cold consumer healthcare market is a key strategic target for STADA. With CR Sanjiu, we are convinced we have found an ideal partner to achieve this goal."

**Bad Vilbel – 22 November 2023** – STADA is expanding and improving its distribution and promotion of cough and cold brands in China through a partnership with leading locally-listed pharmaceuticals player CR Sanjiu. This cooperation was sealed during a formal signing ceremony held in Shenzhen on 22 November.

Under the terms of the agreement, CR Sanjiu will be responsible for the hospital, pharmacy and e-commerce channel distribution and promotion of STADA's well-established cough and cold syrups in China. Among these are the Shidagong, Gelite, Ruike and Xikening brands which STADA produces at a dedicated 13,250 sq m facility in Miyun, near Beijing, China.

Furthermore, the partnership is also intended over time to act as a multi-category platform from which to introduce other STADA consumer healthcare products that will be promoted and distributed by CR Sanjiu through its network of more than 2,000 sales representatives

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and e-commerce platforms, serving 400,000 pharmacies and thousands of public hospitals nationwide.

“Expanding our presence and service to customers in China’s cough and cold consumer healthcare market is a key strategic target for STADA,” explained STADA’s Head of Emerging Markets, Stéphane Jacqmin. “With CR Sanjiu, we are convinced we have found an ideal partner to achieve this goal.”

STADA Global Head of Consumer Healthcare, Volker Sydow, added: “China is a growing and strategically important market for STADA’s Consumer Healthcare product segment. Working closely with CR Sanjiu to promote our cough and cold range through trusted retail partners perfectly complements the cross-border e-commerce presence we have built up in China with brands including Eunova multivitamins and the Viscontour skincare and beauty line.”

For CR Sanjiu, adding STADA’s highly reputed cough and cold brands to its promoted portfolio diversifies its offering to consumers, hospitals and retail partners whilst complementing the company’s existing range of respiratory products. The partnership with STADA aligns with CR Sanjiu's strategic goals and category development plan as well as its ambition to collaborate only with trusted partners such as STADA.

#### **About STADA Arzneimittel AG**

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a three-pillar strategy consisting of consumer healthcare products, generics and specialty pharma. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2022, STADA achieved group sales of EUR 3,797.2 million and reported earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 884.7 million. As of 31 December 2022, STADA employed 13,183 people worldwide.

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