

# GLOSSARY

Specialised terms and expressions used by Galenica

## ActivePOS

\_The expansion module of **TriaPharm®** pharmacy software designed for POS cash register usage.

## Algifor®

\_The leading **ibuprofen**-based OTC analgesic in Switzerland; developed and sold by Vifor Pharma.

## Amavita

\_The brand name of GaleniCare's own pharmacy chain, launched throughout Switzerland in 2005.

## Amavita partnership

\_Franchise system developed by GaleniCare for pharmacists wishing to enjoy the benefits of the **Amavita** network while retaining their independence.

## Anaemia

\_A deficiency of red blood cells or haemoglobin in the bloodstream, frequently caused by **iron deficiency**.

## Antibrumm®

\_The leading insect repellent spray and lotion in Switzerland, also widely sold in other European countries; a proprietary product of Vifor Pharma.

## Arzneimittel-Brevier

\_Specialised drug information for professionals who deal with the prescription, dispensing and reimbursement of medications; developed and marketed by Documed.

## Aspreva Lupus Management Study (ALMS)

\_An international clinical study by Vifor Pharma that is being carried out in over 20 countries to determine the efficiency of CellCept for the treatment of **lupus nephritis**.

## Autoimmune disease

\_The general term for diseases caused by an overreaction of the immune system to the body's own tissues. In such conditions, the immune system mistakenly perceives the body's own tissues to be foreign bodies that need to be attacked. This leads to acute inflammation reactions that result in damage to the affected organs.

## Autoimmunology

\_The branch of medicine dealing with **autoimmune diseases**.

## Benchmark

\_Analysis whereby something is compared with a standard point of reference.

## Blister pack

\_A type of packaging that allows the customer to see the packaged product (see-through packaging).

## Bolus injection

\_The administration of a medicine by injection using a syringe.

## Bramitob®

\_A product for the treatment of cystic fibrosis, a hereditary disease that leads to severe respiratory and digestive difficulties; sold under licence in Switzerland by Vifor Pharma beginning in 2009.

## Broncho-Vaxom®

\_Biotech drug for the prevention and alleviation of respiratory tract infections; developed and marketed by OM Pharma.

## Cardiology

\_The branch of medicine dealing with the heart and cardiovascular diseases.

## CardioTest®

\_A cardiovascular check-up and individual risk profile (heart passport) offered by GaleniCare in its pharmacies in cooperation with the Swiss Heart Foundation.

## careINDEX®

\_A fully compatible database designed to meet the needs of care or nursing homes and home care services. It supports electronic invoicing of service providers; developed and sold by e-mediati.

## Case management

\_A form of organised assistance given to employees to meet their individual needs in the event of inability to work due to illness or injury.

## CellCept

\_A drug developed by Roche for the treatment of rejection reactions following organ transplants. Vifor Pharma holds the global rights (excluding Japan) to develop and market this drug for all applications involving **autoimmune diseases**.

## Change management

\_All tasks, actions and activities designed to bring about comprehensive and radical change in a company in order to implement new strategies, structures, etc.

## Chronic Kidney Disease (CKD)

\_A slow, progressive loss of renal function, over months or years.

## CIS

\_CIS (Clinical Information System) is a module that supports electronic drug prescription in hospitals on the basis of **hosp-INDEX®** data.

## Clinical development/clinical studies

\_Trials carried out as part of the development process for new drugs in which the drugs are extensively tested for efficacy and safety. The clinical study programme is broken down into several phases.

## Code of conduct

\_A collection of the principles of conduct that are to be followed in specific situations and consequently promote uniform conduct by groups of individuals within the corporation.

## Cognitive disorder

\_Disruption of the processing of sensory impressions (as in **hyperactivity**) that may lead to learning difficulties, inattentiveness, etc.

## Comité des Jeunes

\_A Galenica advisory committee composed of young staff members from the Galenica Group who have been identified as having management potential.

## compendiumPORTAL

\_New editorial system for the Swiss Drug Compendium (**Arzneimittel-Kompendium der Schweiz®**), developed and distributed by Documed.

## Compliance

\_The willingness of patients to follow medical instructions. With regard to taking medications, following a diet or making lifestyle changes, compliance is particularly important for individuals suffering from chronic diseases or psychological disorders.

## Consumer healthcare products

\_Non-pharmaceutical healthcare products sold directly to the consumer in pharmacies and drugstores (example: **Antibrumm®**).

## Content management

\_The development and digital management of content from initial creation to archiving or deletion.

## Copy products

\_See **Generic**.

## Corporate design

\_The visual image of a company. The totality of all clearly defined visual elements of a company such as its logo, printed materials, and signs on buildings or vehicles, including the production of these elements in the corporate font, colour, etc.

## Corporate management development (CMD)

\_CMD includes all the staff development activities that Galenica offers to employees and managerial staff.

## CTI

\_CTI, the Innovation Promotion Agency, is a division of the Federal Office for Professional Education and Technology (OPET) in Switzerland.

## Data warehousing

\_The management and evaluation of stored data.

## Dermatology

\_The branch of medicine that deals with the diagnosis, treatment and care of patients with non-infectious and infectious skin diseases as well as benign and malignant skin tumours.

## Dialysis

\_A blood cleansing process used in cases of kidney failure, also called **haemodialysis**.

## Diavita

\_An exclusive service provided by Amavita pharmacies specifically to diabetics; includes therapy support enabling patients to have their blood sugar levels checked and documented, for example.

## Dicynone®

\_Synthetic drug for the prevention and treatment of capillary haemorrhages, a circulatory disorder; developed and marketed by OM Pharma.

## Doxium®

\_Synthetic drug to normalise capillary permeability and improve venous blood flow; developed and marketed by OM Pharma.

## Dispensing check

\_A service provided by pharmacists as defined by the **service-based remuneration (SBR)** agreement, which requires pharmacists to keep patient files.

## eHealth

\_A general term for IT-supported networking efforts in the healthcare industry.

## e-MED

\_Electronic prescription software designed to enhance patient safety in the medication process. The pilot project at the Bern University Hospital in cooperation with e-mediati was successfully completed in 2009.

## EPO (erythropoietin)

\_A hormone that promotes the formation of red blood cells.

## Equazen IQ™

\_The brand name used in Switzerland for **Equazen eye q™**.

#### **Equazen eye q™**

\_A nutritional supplement designed to improve **cognitive** functions, based on **omega-3 and omega-6 fatty acids** derived from fish oils. The leading product of its kind in the UK and Switzerland, it also has a strong presence in South Africa, Norway, Sweden, Denmark, Australia and eight other countries. It is produced and marketed by Vifor Pharma.

#### **ERP**

\_Enterprise Resource Planning: Software providing an integrated administrative solution for planning the application of available resources and functionalities within a company as efficiently as possible to company operations, thus optimising management of business processes.

#### **Extended-release form (or sustained-release form)**

\_A dosage form in which the pharmaceutical substance is released slowly over an extended period.

#### **FAIR-HF study**

\_Ferinject® Assessment in patients with **IRon** deficiency and chronic Heart Failure; a major, multi-centre, randomised, double-blind, placebo-controlled study that examined whether correction of iron deficiency with Ferinject® could improve patient health.

#### **Falk**

\_Products used in **gastroenterology**; sold under licence in Switzerland by Vifor Pharma.

#### **FDA**

\_The US Food and Drug Administration, the agency in the United States that regulates drugs.

#### **Feelgood's**

\_A network of around 100 independent pharmacies in Switzerland; **Winconcept** customers.

#### **Ferinject®**

\_An innovative iron replacement product for the **intravenous** treatment of iron deficiency; developed and produced by Vifor Pharma.

#### **Film-coated tablet**

\_A tablet coated with only a single thin film. Unlike a sugar-coated tablet, a film-coated tablet is coated with a polymer rather than sugar.

#### **FPH**

\_FPH, which stands for Foederatio Pharmaceutica Helvetiae (Swiss Association of Pharmacists), is also a professional title used in general and clinical pharmacy in Switzerland that is analogous to the FMH title for physicians.

#### **GAL e-Learn**

\_An online training platform for customers (particularly pharmacies); developed and distributed by Galaxis.

#### **galdat®**

\_A commercial and scientific database of around 200,000 pharmaceutical and non-pharmaceutical products. It includes reference data in a standardised and uniform structure for all IT systems in the Swiss healthcare industry - for pharmacies, physicians, hospitals and health insurers; galdat® forms the basis of all INDEX products. Developed and sold by e-mediat.

#### **GALecoline®**

\_The brand name of a line of equipment for medical practices; sold by Galaxis.

#### **Galenica Economic Profit (GEP)**

\_An internally defined parameter used in capital management and capital employment based on income components, free cash flow components and invested capital. The goal of the Galenica Group is to achieve a sustainable increase in GEP in all business sectors.

#### **Galenics**

\_Pharmaceutical technology for preparing the dosage form of medications (e.g. tablets or injection solutions).

#### **Gastroenterology**

\_The branch of internal medicine that deals with the gastrointestinal tract or digestive system.

#### **Gelclair®**

\_An **oncology** product manufactured by Helsinn; sold under licence in Switzerland by Vifor Pharma.

#### **Generic**

\_A drug that contains the same active ingredient as a brand-name pharmaceutical product (originator product) already on the market. Generics can differ from the originator products with respect to non-active ingredients and manufacturing technologies.

#### **Ginkgo**

\_A species of tree from East Asia, the leaves and seeds of which contain substances that promote blood circulation.

#### **Global Compact**

\_An international initiative of the United Nations and participating corporations established to achieve socially responsible and environmentally compatible globalisation.

#### **Global Reporting Initiative (GRI 3)**

\_An international organisation established by investors and environmental organisations in partnership with the United Nations Environment Programme (UNEP); it develops guidelines, through a participatory process, for the preparation of sustainability reports by companies, governments and NGOs.

#### **Good Distribution Practice (GDP)**

\_Guidelines for good logistics practice followed by Switzerland, the EU and the **FDA** for quality assurance in the storage, handling and shipment of pharmaceuticals, active substances and other medicinal products.

#### **Good Manufacturing Practice (GMP)**

\_Guidelines followed by Switzerland, the EU and the **FDA** for quality assurance in the production of pharmaceuticals, active substances and other medicinal products.

#### **Green prices**

\_Lower prices for certain products in **Amavita** pharmacies.

#### **Gynaecology**

\_The branch of medicine concerned with women's health issues.

#### **Haematology**

\_The branch of medicine concerned with the physiology, pathophysiology and diseases of the blood and blood-forming organs. It includes, for example, malignant blood diseases and diseases of the bone marrow.

#### **Haemodialysis**

\_A blood cleansing process used in the treatment of kidney diseases.

#### **Heart failure**

\_Heart failure, which can lead to impaired performance in persons affected due to a lack of oxygen and blood supply to the organs.

#### **Home nurses**

\_Qualified nursing professionals with specific additional training in home nursing; a form of patient care offered by MediService in conjunction with **Pharma Care**.

#### **hospINDEX®**

\_A medical database for all processes such as logistics, invoicing and prescription that replaces **galdat®** in hospitals; developed and distributed by e-mediat.

#### **Hyperactivity**

\_Excessively active behaviour that cannot be adequately controlled by the person affected. Also referred to as attention deficit disorder (ADD).

#### **Ibuprofen**

\_An active ingredient that relieves pain, reduces fever and is anti-inflammatory.

#### **IFAS**

\_Trade fair for medical and hospital supplies held annually in Zurich.

#### **Immunology**

\_The science concerned with the biological and biochemical principles of the body's defence against pathogens such as bacteria, viruses and fungi and other foreign substances such as biological poisons.

#### **IMS Health**

\_An international consulting and market research company based in Hergiswil, Switzerland, that is active in the pharmaceutical sector.

#### **Indication**

\_A reason for a medical treatment or procedure.

#### **Inflammatory Bowel Disease (IBD)**

\_Inflammation of the digestive tract.

#### **Injectafer®**

\_The brand name under which **Ferinject®** will be marketed in the United States.

#### **insureINDEX®**

\_A database for cost units in the healthcare sector that replaces **galdat®** in health insurance companies; developed and distributed by e-mediat.

#### **Intravenous**

\_A term referring to the administration of a medication or a liquid directly into a blood vessel.

#### **Iron deficiency anaemia**

\_Anaemia due to iron deficiency: The production of haemoglobin, the red pigment in the blood, is disrupted by the lack of iron. Iron deficiency anaemia is the most common form of anaemia throughout the world. According to the World Health Organisation (WHO), two billion people suffer from iron deficiency anaemia worldwide.

#### **Iron deficiency syndrome**

\_A mild form of iron deficiency characterised by symptoms such as fatigue and exhaustion, irritability, paleness and brittle nails.

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| <p><b>Jarsin®</b><br/>_A plant-based antidepressant that is also prescribed increasingly for mild forms of multiple sclerosis; developed, produced and sold by Vifor Pharma.</p>  | <p><b>mediVISTA.ch</b><br/>_Web-based information platform for doctors in private practice and those working in hospitals which complements <b>medINDEX®</b>.</p>  | <p><b>PA21, phosphate binder</b><br/>_A new product currently under development by Vifor Pharma. PA21 binds excess phosphate in the blood and thus promotes phosphate elimination. It is intended primarily for <b>haemodialysis</b> patients.</p>  |
| <p><b>KUKO®</b><br/>_Customer-specific conditions, a Galaxis service for customers and suppliers.</p>   | <p><b>Mg5®</b><br/>_An oral magnesium replacement product for the treatment of magnesium deficiency; distributed by Vifor Pharma.</p>  | <p><b>Parapharmaceuticals</b><br/>_Products such as wound dressings that are sold along with pharmaceuticals but do not meet the legal definition of a pharmaceutical.</p>  |
| <p><b>Life cycle management</b><br/>_Refers to a strategic concept for managing a product throughout its entire life cycle.</p>   | <p><b>Nasmer®</b><br/>_A moisturising nasal spray; produced and distributed by Vifor Pharma.</p>   | <p><b>Parenteral</b><br/>_A term referring to administration of a medicine by a route other than the gastrointestinal tract; generally by infusion (such as with <b>Venofer®</b>), injection, through the skin (<b>transdermal</b>) or mucous membranes.</p>  |
| <p><b>Lipids</b><br/>_General term for natural substances that are insoluble in water such as fatty acids, fats and oils. This group also includes the <b>omega-3</b> and <b>omega-6</b> unsaturated fatty acids, which are the active ingredients of <b>Equazen eye q™</b>.</p>  | <p><b>NDA (New Drug Application)</b><br/>_The NDA is the official means by which manufacturers of pharmaceutical products in the United States apply to the <b>FDA</b> for approval to market a drug in the United States.</p>             | <p><b>Pemphigus vulgaris</b><br/>_An autoimmune disease in which the immune system produces antibodies against certain proteins of the skin and the mucous membranes.</p>   |
| <p><b>Lupus nephritis</b><br/>_Inflammation of the kidneys as the result of a systemic <b>auto-immune disease</b>.</p>  | <p><b>Nephrology</b><br/>_The branch of medicine dealing with the kidneys and with the diagnosis and treatment of kidney diseases.</p>   | <p><b>Perskindol®</b><br/>_A product line of gels and fluids that provides relief from aching muscles and joints; the leading product of its type in Switzerland, with a strong presence in Austria, the Netherlands, Hungary, Thailand and 16 other countries; manufactured and distributed by Vifor Pharma.</p> |
| <p><b>Lysiniate</b><br/>_Any salt resulting from the combination of the amino acid lysine with another chemical component.</p>  | <p><b>Neurology</b><br/>_The branch of medicine concerned with diseases of the nervous system.</p>   | <p><b>Pharma Care</b><br/>_Comprehensive medical in-home care of patients with chronic and rare diseases; provided by <b>MediService</b>.</p>   |
| <p><b>Magnesium® Vital</b><br/>_A magnesium replacement product for cramps in the calf muscles; developed and distributed by Vifor Pharma.</p>  | <p><b>Nova</b><br/>_An invoicing system for Galaxis customers.</p>   | <p><b>pharmavista</b><br/>_An Internet-based product information platform developed and sold by e-mediat.</p>   |
| <p><b>Maltofer®</b><br/>_An <b>oral</b> iron replacement product for the treatment of iron deficiency that is sold worldwide; developed and produced by Vifor Pharma.</p>   | <p><b>Omega-3- and omega-6-fatty acids</b><br/>_Polyunsaturated fatty acids that are essential for human life and are found in substances such as fish oils.</p>   | <p><b>Phytopharmacy</b><br/>_The science that deals with the effects and manufacture of plant-based pharmaceuticals.</p>  |
| <p><b>Medical affairs</b><br/>_A general term covering the following activities: contact with physicians who are opinion leaders, planning and coordination of clinical trials, interface between marketing and medicine, medical-scientific training and continuing education for sales representatives.</p>                 | <p><b>Onco-haematology</b><br/>_The branch of medicine concerned with cancer diseases that affect the blood system.</p>  | <p><b>Predialysis</b><br/>_The stage of renal insufficiency prior to commencement of <b>dialysis</b>.</p>   |
| <p><b>Medical technology</b><br/>_Equipment and technical procedures used in medical practices and laboratories.</p>  | <p><b>Oncology</b><br/>_The branch of medicine dealing with cancer.</p>  | <p><b>Prewholesale</b><br/>_The logistical link between the manufacturer (pharmaceutical industry) and the <b>wholesale</b> trade. For example Alloga in the Galenica Group.</p>  |
| <p><b>Medication check</b><br/>_A service provided by pharmacists under the <b>Service-Based Remuneration (SBR)</b> agreement; includes remuneration for checking prescriptions, checking for interactions (compatibility with other medications), writing instructions for use, etc.</p>                                     | <p><b>Ophthalmology</b><br/>_The branch of medicine concerned with the anatomy, functions, pathology, and treatment of the eye.</p>  | <p><b>Process management</b><br/>_The design and management of entire processes.</p>  |
| <p><b>medINDEX®</b><br/>_A medical database that replaces <b>galdat®</b> in medical practices; developed and sold by e-mediat.</p>  | <p><b>OPINIO</b><br/>_The Galenica Group employee survey.</p>  | <p><b>Promologistics</b><br/>_A logistics system for pharmaceutical companies' promotional materials; marketed by Galaxis.</p>  |
| <p><b>MediService</b><br/>MediService is a speciality pharmacy that delivers prescription-only medications directly to its patients at home, and, through <b>Pharma Care</b> offers specialist in-home therapy counselling and patient support for chronically ill people with rare diseases requiring complex therapies.</p> | <p><b>Oral</b><br/>_A term referring to a medication ingested through the mouth.</p>   | <p><b>RefData</b><br/>_Independent foundation promoting low-cost, socially responsible and economically relevant referencing of products, services, people and institutions.</p>  |
| <p><b>Osteoporosis</b><br/>_A disease (of old age) involving a greater vulnerability to bone fracture due to an overly rapid reduction in bone mass; often associated with calcium deficiency.</p>  | <p><b>Otalgan®</b><br/>_A product for the treatment of earache and inflammation of the eardrum; the leading product of its type in Switzerland, Italy, the Netherlands, Austria and Germany; produced and distributed by Vifor Pharma.</p> | <p><b>RefData</b><br/>_Independent foundation promoting low-cost, socially responsible and economically relevant referencing of products, services, people and institutions.</p>  |
| <p><b>OTC</b><br/>_Over the counter, a term used to refer to medicines available without a prescription.</p>  | <p><b>OTX</b><br/>_OTX medications are drugs which are not prescription-only, but are nonetheless largely prescribed by doctors; at least part of the costs are covered by health insurers.</p>  | <p><b>RefData</b><br/>_Independent foundation promoting low-cost, socially responsible and economically relevant referencing of products, services, people and institutions.</p>  |

#### Regulatory affairs

\_A general term for the activities that are required in order to obtain approval from the authorities for the development, manufacture, marketing and distribution of pharmaceuticals.

#### Rheumatology

\_The branch of medicine dealing with the diagnosis and treatment of chronic diseases which mostly become evident through musculoskeletal pain.

#### Roll-out

\_The market launch of a product or service. The term refers primarily to technical applications.

#### Rx

\_A designation for prescription drugs or medicines.

#### Service-Based Remuneration (SBR)

\_The agreement between santésuisse (the Swiss association of health insurers) and pharmaSuisse (formerly the Schweizerische Apothekerverband – the Swiss Association of Pharmacists), under which a pharmacy's income is no longer linked to the product price.

#### SmartLOG

\_The name of a pilot test performed in connection with the development of a system for tracking drug deliveries. Its goal is to improve protection against counterfeit drugs. Documed is collaborating in the feasibility study at the request of **Ref-Data**.

#### Specialty Pharma, a strategic area

\_The strategic focus by the Galenica Group on the development, production and sale of its own medicines in international markets, particularly products for **iron deficiency anaemia**, as well as its own **OTX** and **OTC** products.

#### StarCard

\_Customer card offered by **Amavita** and **Amavita partner** pharmacies.

#### Sublicence

\_A portion of a licence that is granted to another company or another person.

#### Sun Store

\_Leading pharmacy chain in Switzerland with points of sale in high-traffic locations; acquired by Galenica in 2009; continues to operate under its own name.

#### Surgery

\_The branch of medicine that uses operative manual or instrumental techniques on a patient to treat diseases and injuries.

#### Swiss Aids Care International

\_A foundation established by Professor Ruedi Lüthy to provide assistance to people in Zimbabwe suffering from HIV and Aids. An out-patient Aids clinic and a reference laboratory have been built with donations to this foundation.

#### SwissDocu®

\_A service that provides information on products and on scientific and non-scientific questions from pharmacies and drugstores; operated by e-mediat.

#### Swiss Drug Compendium

##### (Arzneimittel-Kompendium der Schweiz®)

\_A standard reference work for medical professionals that contains extensive technical product information; developed and marketed by Documed Ltd.

#### Swiss HealthCare Services, a strategic area

\_The focus by the Galenica Group on a business model providing integrated services for the Swiss healthcare market. This model integrates the **Amavita**, **Sun Store**, **Coop Vitality** and **MediService** pharmacy formats, logistics services and information management.

#### Swissmedic

\_The Swiss Agency for Therapeutic Products; the regulatory agency for medicines and medical devices based in Bern. No pharmaceutical products for humans or animals may be marketed in Switzerland until they have been licensed by Swissmedic. All **clinical trials** in Switzerland must also be approved by Swissmedic.

#### Symfona®

\_A **ginkgo**-based product for the treatment of age-related impaired cerebral blood flow, for enhancing the power of concentration and for increasing memory retention; developed and distributed by Vifor Pharma.

#### TOP HOMECARE

\_A sales and consulting concept in the home care area for pharmacies and drugstores; developed and marketed by Galexis.

#### Toxicity profile

\_Profile of the toxicity of a substance. Determinations of toxicity are generally made in animal studies.

#### Transdermal

\_A type of treatment (generally patch systems) in which the active ingredient is absorbed through the skin.

#### TriaMed®

\_A management software solution for medical practices; developed and marketed by Triamun, a department of HCl Solutions.

#### TriaMed® Box

\_A small computer, fully preconfigured with **TriaMed®**. An entry product launched by Triamun, a department of HCl Solutions.

#### TriaMed TS®

\_Management software for medical practices which runs via an external server of Triamun, a department of HCl Solutions; developed and sold by Triamun, a department of HCl Solutions.

#### TriaOne®

\_Integrated administrative solution with complete coverage of all necessary functionalities of a company (**ERP**); based on the former product Arizona, developed by BMC, which was merged with Triamun in 2007.

#### TriaPharm®

\_A management software solution for pharmacies; developed and marketed by Triamun, a department of HCl Solutions.

#### TriaScan®

\_Expansion software from **TriaPharm®** to scan in and digitalise prescriptions; developed and marketed by Triamun, a department of HCl Solutions.

#### Triofan®

\_Nasal spray for colds, the leading product of its type in Switzerland; produced and sold by Vifor Pharma.

#### Trittico®, Trittico® retard

\_Pharmaceutical products for the treatment of depressive disorders; sold in Switzerland by Vifor Pharma under a licensing agreement.

#### Uro-Vaxom®

\_Biotech drug for the prevention and alleviation of urinary tract infections; developed and marketed by OM Pharma.

#### Value-Based Management

\_A management approach that ensures that companies are focused on improving enterprise value (corporate value).

#### Venofer®

\_An **intravenous** product for the treatment of **iron deficiency**; developed and produced by Vifor Pharma and sold worldwide.

#### WEKO

\_The Swiss Competition Commission.

#### WHO

\_The World Health Organisation of the United Nations based in Geneva, Switzerland.

#### Wholesale

\_Link between the various stages of distribution; purchases goods that it does not generally process or manufacture itself (merchandise) and distributes these to processing companies, retail, industrial or other commercial companies, etc. For example, Galexis and Unione Pharmaceutica Distribuzione in the Galenica Group.

#### Winconcept

\_The management and marketing company for **Feelgood's** pharmacies. Winconcept develops marketing concepts designed to promote communication and quality, with a strong focus on the consumer.

#### Xulux®

\_A pharmaceutical product for bronchitis; sold under licence in Switzerland by Vifor Pharma since 2009.