
A new beginning for Vifor Consumer Health

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Analysts' Conference, 13 March 2018

Exciting times!



Future and past



2015 – Integration into Products & Brands Business sector



2017 – First step...



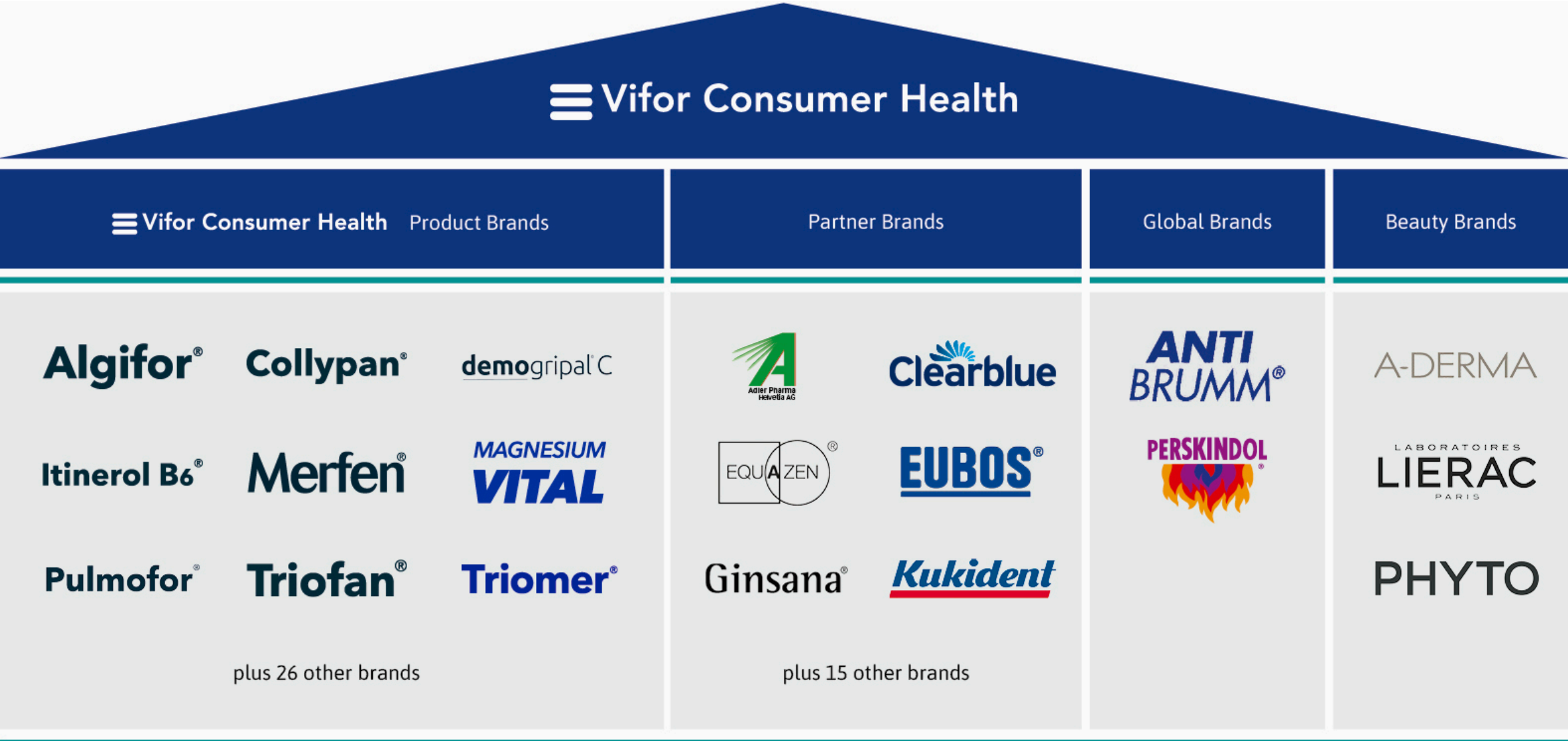
Building new bridges



We aim to be the Swiss pharmacist's 1st choice partner
to help people get well, feel well & stay well



The house of brands



Why build a strong Mother Brand?

- An «umbrella» for the HCP **and** the consumer
- Easy identification & navigation
- Easier to bring innovation and integrate new brands
- A «Quality Seal» across all of the brands
- Continuous & consistent brand presence

Meet the new Brand







Algifor[®]

Liquid caps 400



Ibuprofen 400 mg

Schmerzmittel
mit entzündungshemmender
und fiebersenkender Wirkung



10 Weichgelatinekapseln



The new “Lighthouse” Brand – from 1st June 2018

