Our potential in the
Swiss Consumer Healthcare market

Thomas Szuran,
Head Products & Brands Business sector

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1997 – 2007
- Abbott Laboratories and Pfizer Inc.
- Sectors Rx, OTC and nutrition
- Switzerland and international

2008 – 2018
- CEO of Biomed AG
- President of the Association of the Swiss Self-Medication Industry (ASSGP)

Since January 2019
- Head Products & Brands Business sector
- Member of the Corporate Executive Committee of the Galenica Group
Consumer Healthcare market in the specialist and retail trade

**Retail trade**

- OTC: +6.2%
- Personal care: -0.2%
- Patient care: +2.1%
- Nutrition: -0.4%

- Total: 1,755 million (+0.3%)
- CHF 4,142 million (+0.8%)

**Specialist trade**

- OTC: +2.3%
- Personal care: -0.3%
- Patient care: -0.7%
- Nutrition: -2.1%

- Total: 2,387 million (+1.2%)
- CHF 6,142 million (+1.2%)

Source: Nielsen Retail Panel, Streetprice 2018
Source: IQVIA Pharmatrend Streetprice 2018
The Consumer Healthcare market in the specialist trade is stable

Consumer Healthcare market segments:
 +/- (in %) in Streetprice (SP) value compared to previous year

<table>
<thead>
<tr>
<th>Sale SP value</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL</td>
<td>-0.3</td>
<td>-0.4</td>
<td>-1.1</td>
<td>-1.5</td>
<td>+1.2</td>
</tr>
<tr>
<td>OTC</td>
<td>-0.2</td>
<td>+1.5</td>
<td>+1.0</td>
<td>-0.5</td>
<td>+2.3</td>
</tr>
<tr>
<td>PEC</td>
<td>-2.5</td>
<td>-4.6</td>
<td>-6.1</td>
<td>-4.0</td>
<td>-0.3</td>
</tr>
<tr>
<td>PAC</td>
<td>+2.6</td>
<td>+0.2</td>
<td>+0.2</td>
<td>-0.7</td>
<td>-0.7</td>
</tr>
<tr>
<td>NUT</td>
<td>+5.7</td>
<td>-0.7</td>
<td>-3.3</td>
<td>-4.8</td>
<td>-2.1</td>
</tr>
</tbody>
</table>

Streetprice value in CHF

- Total CHC: 2,387 million
- Over The Counter: 1,458 million
- Personal care: 547 million
- Patient care: 298 million
- Nutrition: 84 million

Source: IQVIA Pharmatrend 2018
Verfora as most important partner for specialist trade in a fragmented market

The top 3 companies each have a market share of just 5-6%

<table>
<thead>
<tr>
<th>Consumer Healthcare market (distribution)</th>
<th>+/- %</th>
<th>MAT 12/18 in million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verfora</td>
<td>+5.0%</td>
<td>132</td>
</tr>
<tr>
<td>GSK Consumer Health</td>
<td>-4.4%</td>
<td>127</td>
</tr>
<tr>
<td>Bayer Consumer Health</td>
<td>-0.3%</td>
<td>126</td>
</tr>
<tr>
<td>Ebi-Pharm</td>
<td>+5.3%</td>
<td>86.4</td>
</tr>
<tr>
<td>Cosmétique Active</td>
<td>+1.4%</td>
<td>58.9</td>
</tr>
<tr>
<td>Sanofi-Aventis</td>
<td>+1.4%</td>
<td>45.4</td>
</tr>
<tr>
<td>Zeller Max Söhne</td>
<td>+5.0%</td>
<td>43.6</td>
</tr>
<tr>
<td>Janssen-Cilag</td>
<td>+1.6%</td>
<td>39.7</td>
</tr>
<tr>
<td>Pierre Fabre Suisse</td>
<td>-0.6%</td>
<td>38.9</td>
</tr>
<tr>
<td>Biomed</td>
<td>+4.2%</td>
<td>38.5</td>
</tr>
</tbody>
</table>

Source: Pharmatrend for PHA/DRU Switzerland
Market – Sales channel – Products

Market

Patient / consumer

Doctor

Foreign countries

Sales channel

Specialist trade

Online trade

Retail trade

Drugs

Medical products & biocides

Special foods

Cosmetics

A, B

D

E

Drawer

Behind the counter

On shelf

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Market – Sales channel – Products

- **Market**
  - Patient / consumer

- **Sales channel**
  - Doctor
  - Specialist trade
  - Online trade
  - Retail trade

- **Products**
  - Drugs
    - A, B
  - Medical products & biocides
  - Special foods
  - Cosmetics
  - Behind the counter
    - On shelf
  - Drawer
Our growth potential

Market
- New customer segments
  - Digital natives
  - Men
- Expansion of digital services
  - Customer journey
  - Omni-Channel

Sales channel

Products
- Development of portfolio
  - Merger & acquisition and licence agreements
  - Expanding existing brands
  - Tapping new therapeutic areas
The bridge between consumer and specialist trade
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