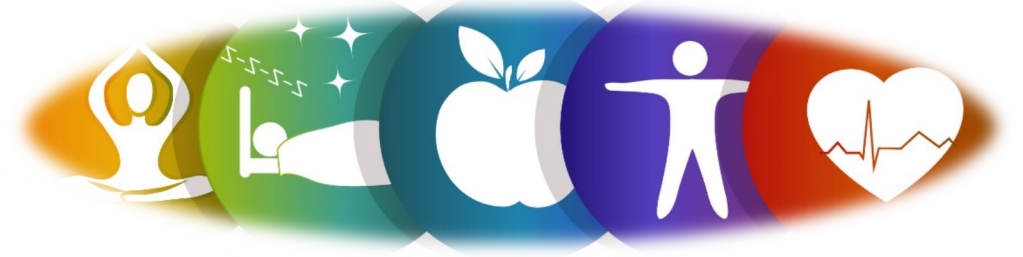

Omni-Channel

Our customers at the centre of the sales world 4.0

Daniele Madonna
Head Retail Business sector

Media and Analyst Conference, 12 March 2019

Our customer, his environment and his needs



We are where our customers are

On site, in person in about 350 pharmacies throughout Switzerland



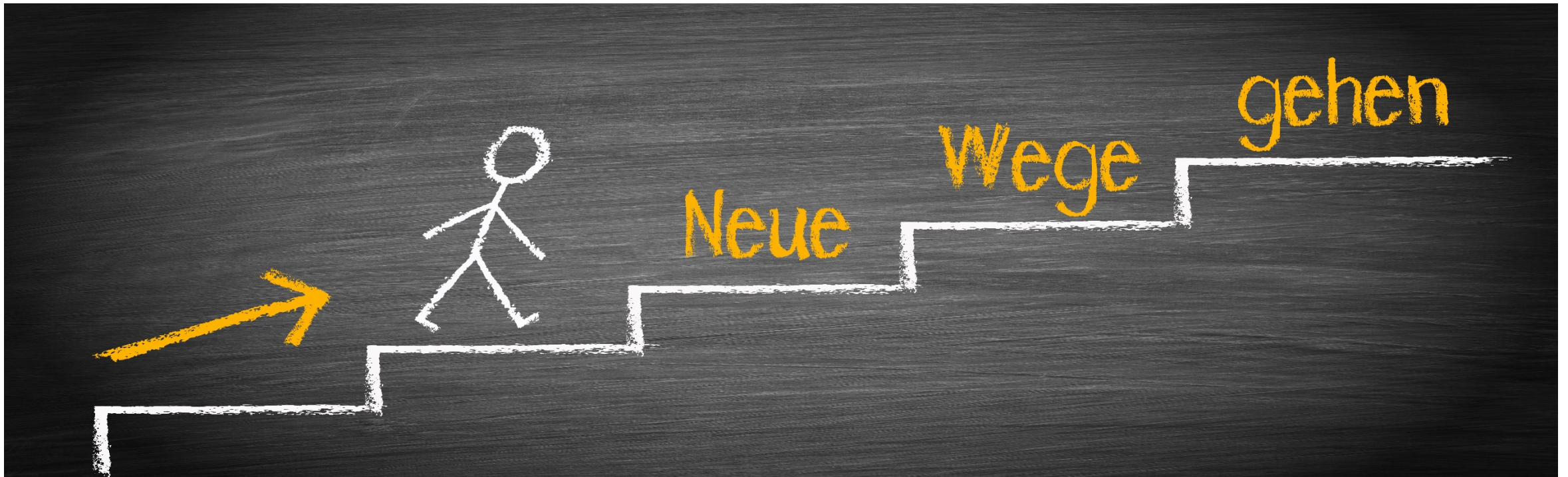
At home, in person and online for patients with chronic and rare diseases



Digitally and online across all channels

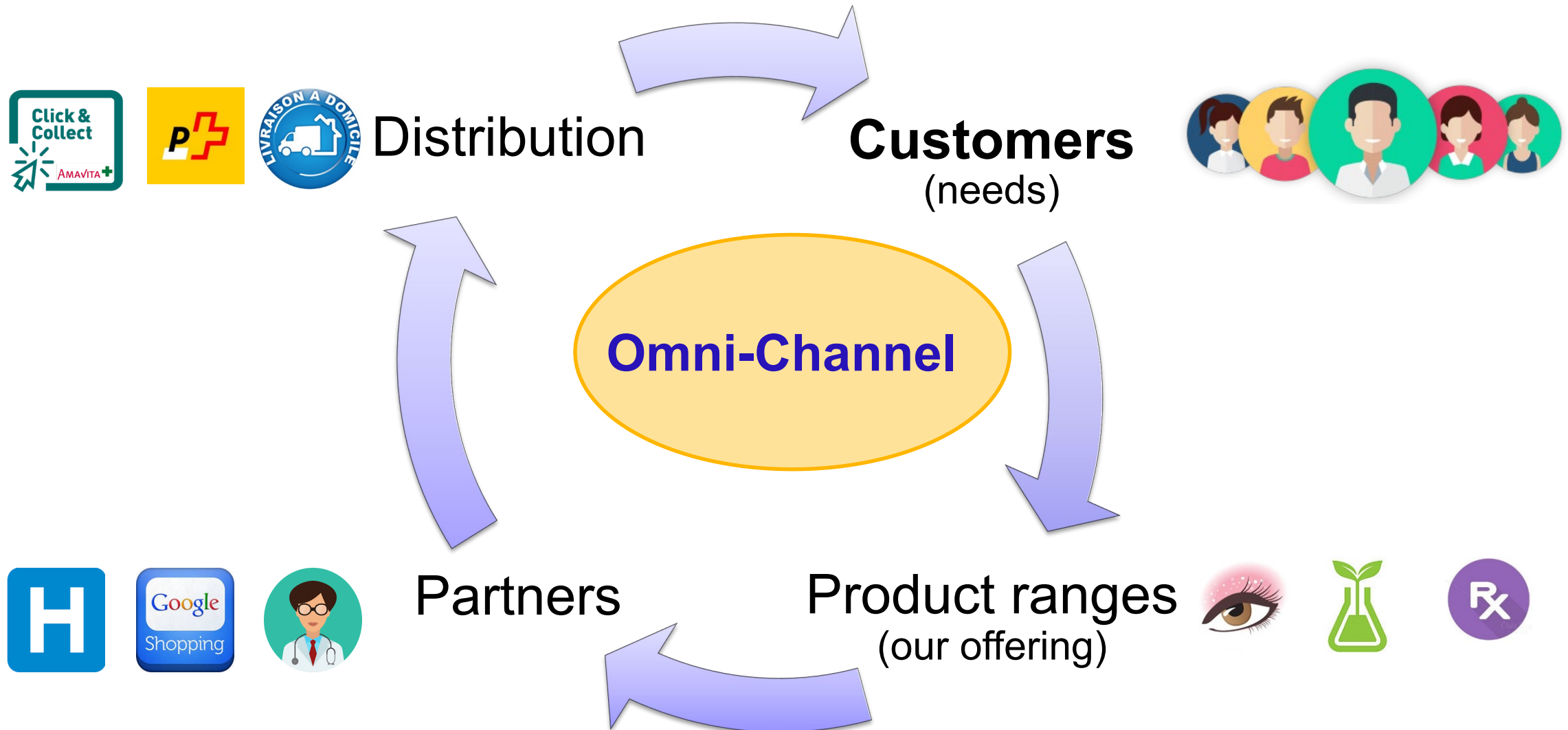


That's why we have to break new ground ...



Strategic approach:

Omni-Channel = networked interaction



1. Develop online channels

On site



Swiss-wide pharmacy network

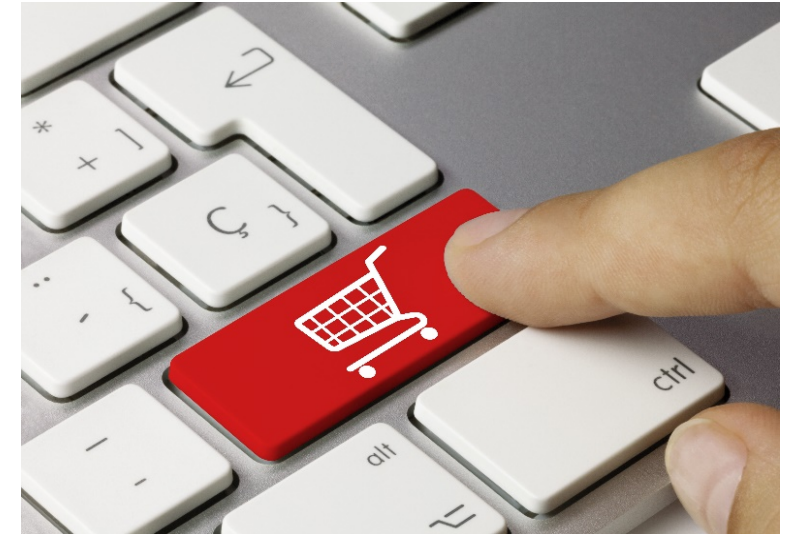
Proximity to the customer

Trust

In person



Online



Internal logistics

Internal development

Reliable partner

Know-how on site

2. Analyse online channels & understand customer behaviour – KPIs



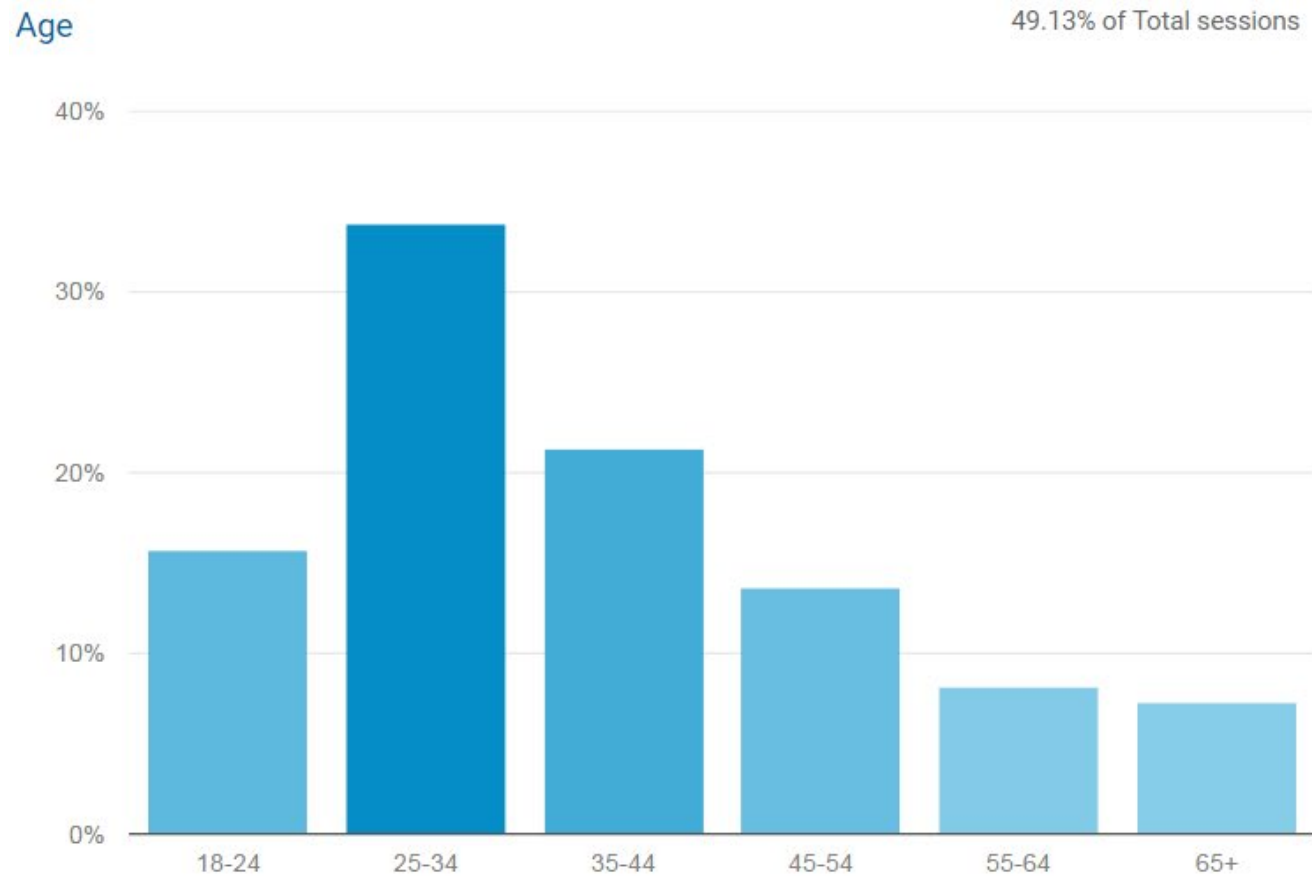
Ø 0.8% Conversion rate*	Ø 1.1% Conversion rate*	Ø 1.7% Conversion rate*
848,440 Users	698,826 Users	940,960 Users
Ø 2.72 Pages per session	Ø 3.44 Pages per session	Ø 2.62 Pages per session
Ø 29.1% Bounce rate	Ø 59.2% Bounce rate	Ø 67.9% Bounce rate
Ø 3min16 On Site	Ø 1min50 On Site	Ø 1min31 On Site

Period: 01.01. – 31.12.2018

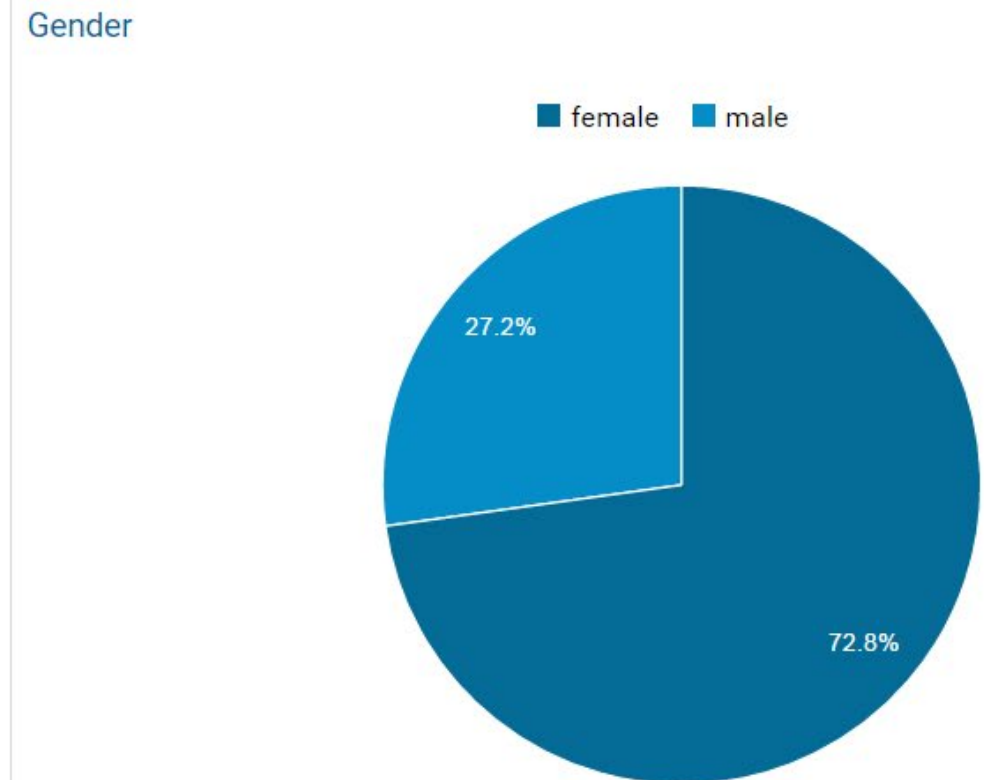
* Orders / sessions

2. Analyse online channels & understand customer behaviour (demography)

70% of online shop visitors are 18 to 44 years old, of which **33%** are 25 to 34 years old



72% of visitors to the online shops are women



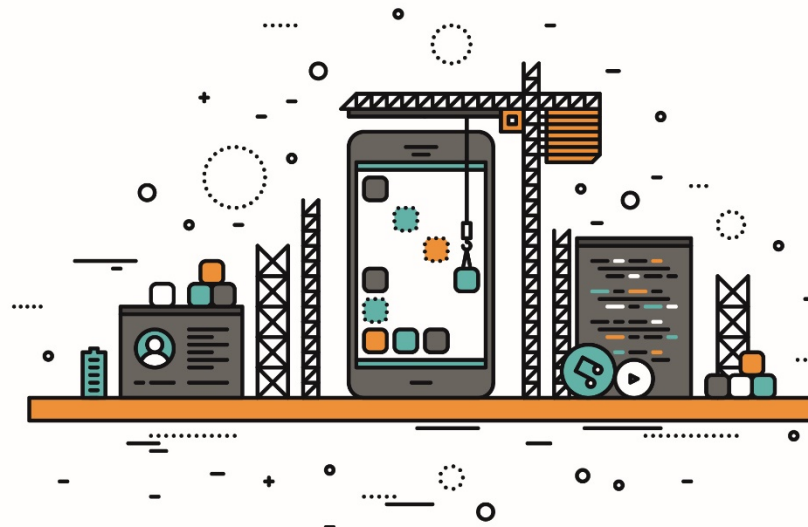
3. Strengthen the synergies of the Galenica Group

 Galexis

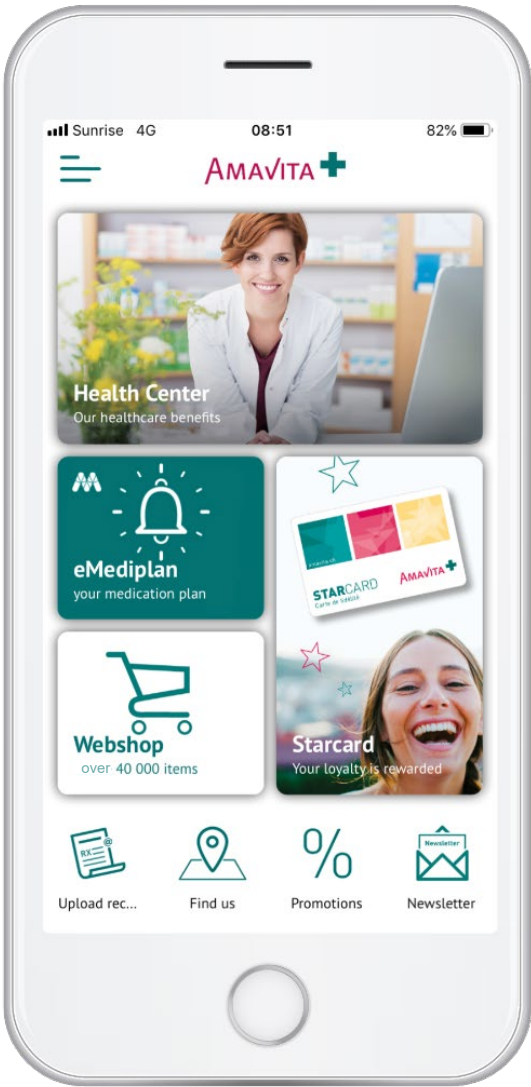
 ufd

 HCI Solutions

 VERFORA®



4. Our new app creates new networking possibilities



Peter Muster
01.01.1990 (M)
3000, Bern / +41 79 123 45 67
Körpergröße / Gewicht :
Niereninsuffizienz :
Allergie(n) :
180 cm / 81 kg
leicht
Penicillin-Allergie

erstellt von :



Letzter Stand: 05.09.2017 16:57

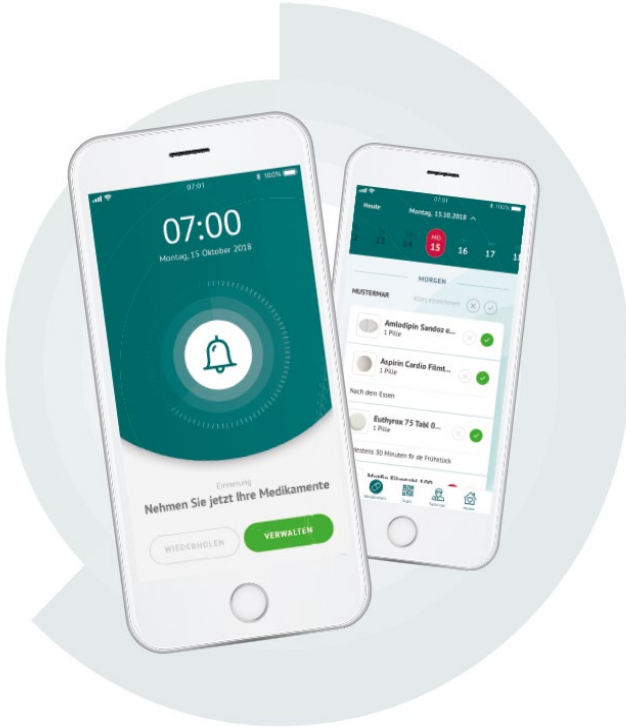
Medikament	Morgen	Mittag	Abend	zur Nacht	Einheit	Art der Medikation	Von bis u. mit	Anleitung	Grund	Verordnet durch
CANDESARTAN Sandoz Tabl 8 mg Candesartan cilexetil		1				täglich	05.09.2017		Bluthochdruck	Luzerner Kantonsspital - Standort Sursee Zentrum für Spitalpharmazie, 6210 Sursee (7601002028745)
CALCIUM D3 Sandoz Kautabl 500/440 Orange Calcium, Calcitriol (Vitamin D3)	1					täglich	05.09.2017		Vitamine / Mineralien	Luzerner Kantonsspital - Standort Sursee Zentrum für Spitalpharmazie, 6210 Sursee (7601002028745)
CLARITROMYICIN Sandoz Filmtablet 250 mg Clarithromycin	1		1			täglich	05.09.2017 15.09.2017		Infektion	Luzerner Kantonsspital - Standort Sursee Zentrum für Spitalpharmazie, 6210 Sursee (7601002028745)
PANTOPRAZOL Sandoz Filmtablet 20 mg Pantoprazol		1				täglich	05.09.2017 04.10.2017	1h vor dem Essen	Sodbrennen	Luzerner Kantonsspital - Standort Sursee Zentrum für Spitalpharmazie, 6210 Sursee (7601002028745)

Reservemedikation

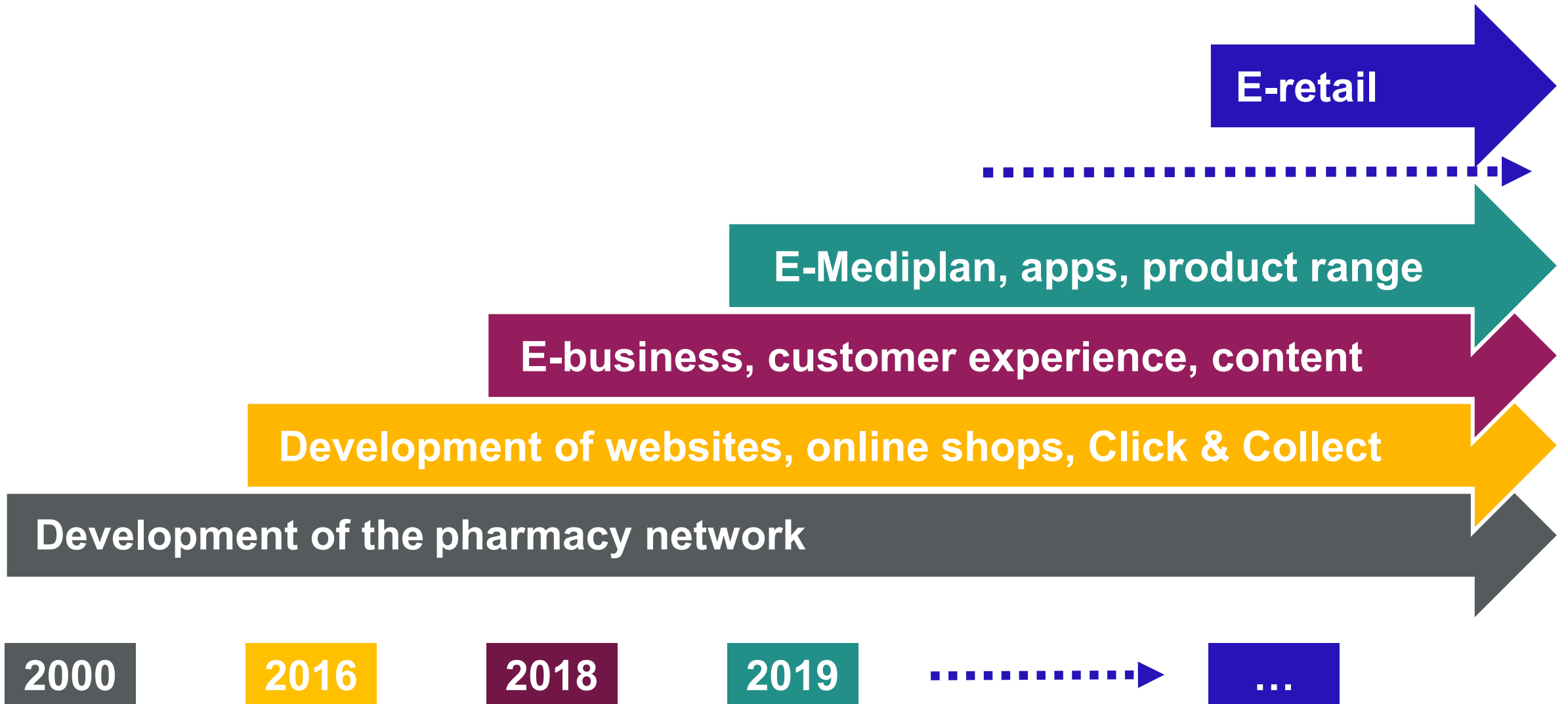
DICLOAC Sandoz Lipogel 1 % Diclofenac natrium						täglich	05.09.2017	Bei Bedarf	Rheuma / Arthritis	Selbstmedikation
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Bemerkung :

Der Patient ist vom Medikationsplan begeistert!



Our stages of digitisation



Our vision



Our ambition:
we will become the “online champion” in the Swiss healthcare market



- **Comprehensive offering**
Products and services
- **Integrated solutions for customers**
- **DNA of the Galenica Group**

We will bring more and more to the surface for our customers!

