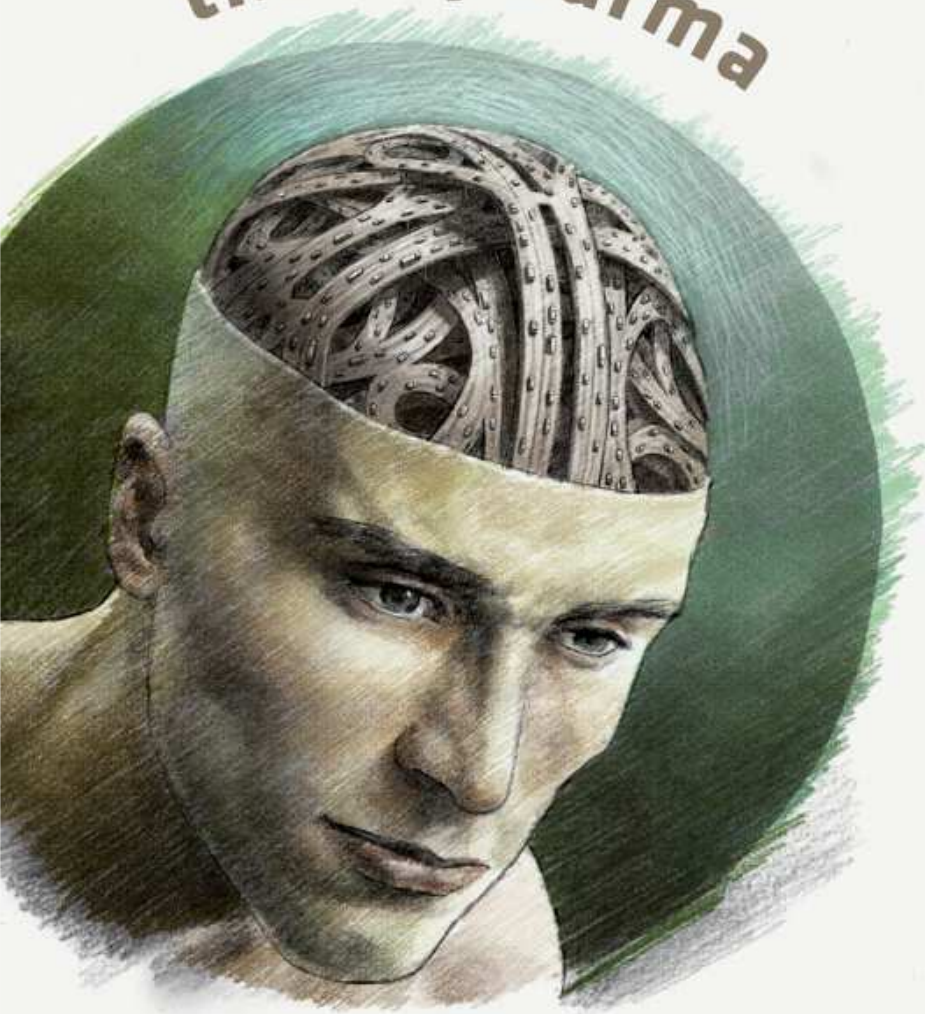


Think forward,
think pharma



University Joins Industry

SERGIO MALAGRIDA. Global Head

BARCELONA - MARCH 13th 2019

Galenicum believe in life
PHARMACEUTICAL COMPANY



■ believe in life
Galenicum

Galenicum Ecosystem

Corporate Presentation

B A R C E L O N A - M A R C H 2 0 1 9

The Story

2003

Foundation of Galenicum in Barcelona. API trading.

2007

First authorization for generic products in Spain.

2009

Granting of the first patent to Galenicum.

2010

Incorporation of the GSI subsidiary for food ingredients.

2012

Business set up in Chile, Peru & Brazil.

2013

Acquisition of a manufacturing plant in Madrid- SAG.

2013-2014

Recognized "Business of the Year" in the European Business Awards.

2015

Derma business incorporated.

2016

Launch of Food supplements "Stop & Go".

2018-2019

First Galenicum- developed product approved by the USFDA.

Business set up in Colombia.

New growth plans 2024: Revenues X 2.

2003

2019

"An adventure that started over 15 years ago to make high-quality affordable medicine. A non stop challenge"

Footprint Today

5 businesses
+150 clients
+70% exports
+40 countries
+450 staff

Galenicum
believe in life

SAG
MANUFACTURING
-faster, better, cheaper-

GalenicumVitae
believe in life

GalenicumDerma
believe in life

Galenicum
believe in life
SPECIAL INGREDIENTS

120 M



Since 2014

- Own manufacturing site: SAG Manuf.

Madrid



Since 2003

Barcelona

- Corporate Office
- Commercial teams
- Supply & Customer Service



- R&D Hub
- Regulatory Affairs
- Quality Control
- Analytic Development

US & Mexico

- Small GSI offices



Colombia

- Joint Venture



Peru

Since 2012

- Sales Office
- Own brand 'vitae'
- Own salesforce for pharmacies and hospitals



Chile

Since 2013

- Sales Office
- Own brand 'vitae'
- Own salesforce for pharmacies and hospitals

LATAM

- Partnerships in:
- Mexico
 - Panamá
 - Ecuador
 - Dominican Republic
 - Brasil

SEA

- Distribution:
- Hong Kong
 - Vietnam
 - Thailand
 - Taiwan
 - Malaysia
 - Singapore

MENA

- Distribution:
- Iran
 - Pakistan
 - Yemen
 - Kuwait

EUROPE

- Partnerships and distribution agreements across all European countries

240M

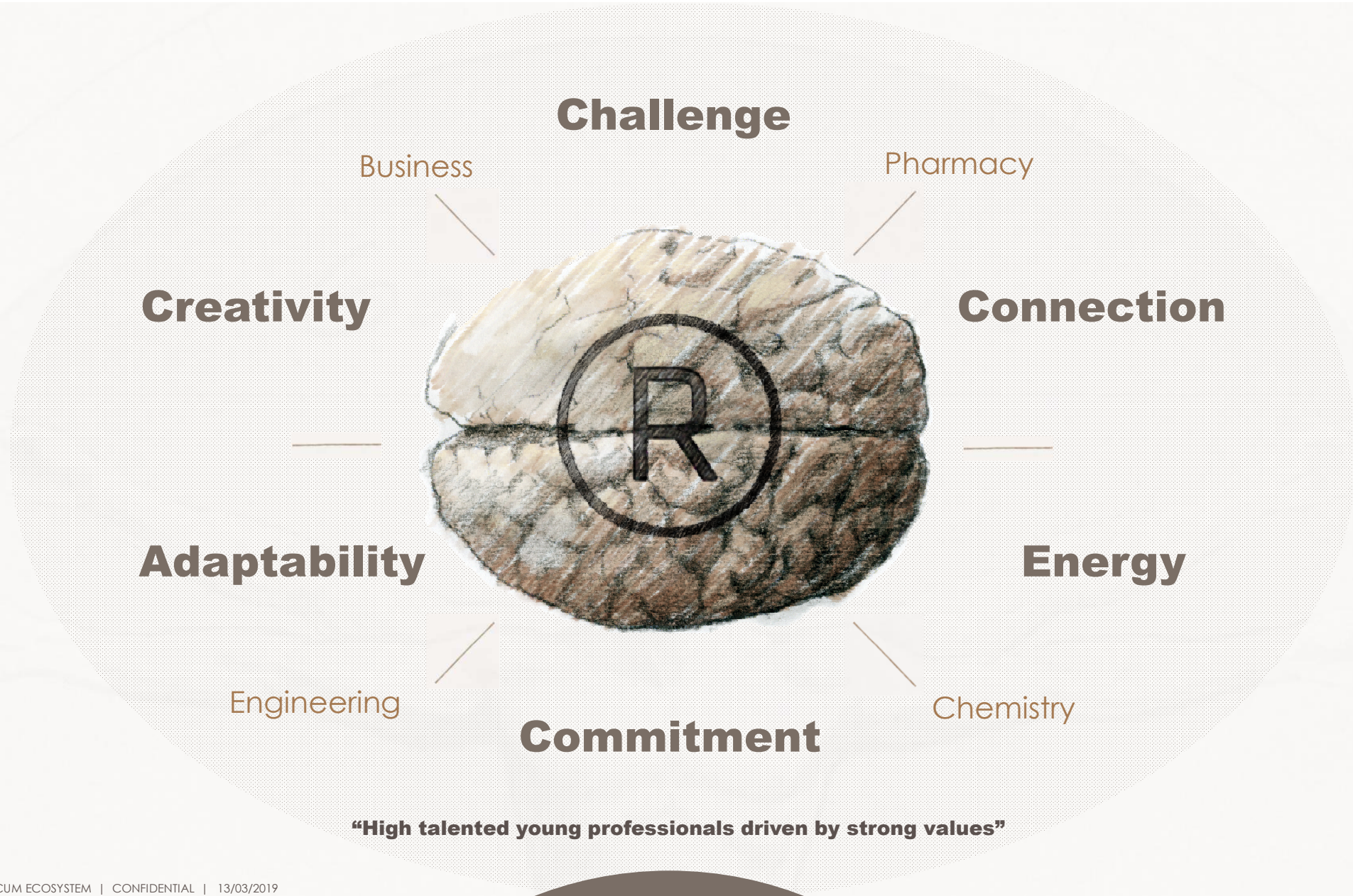
2019

2024

“One ecosystem, five different businesses. One talent hub, global footprint. An ambitious plan ahead”

Our products

Our Talent



■ believe in life
Galenicum

Marketing Area

B A R C E L O N A - M A R C H 2 0 1 9

What do you think will your work be in 20 years?

What would you like your work to be in 20 years?

Who wants to be the general manager of a Pharmaceutical company?

Marketing in the industry



BRAIN STORMING

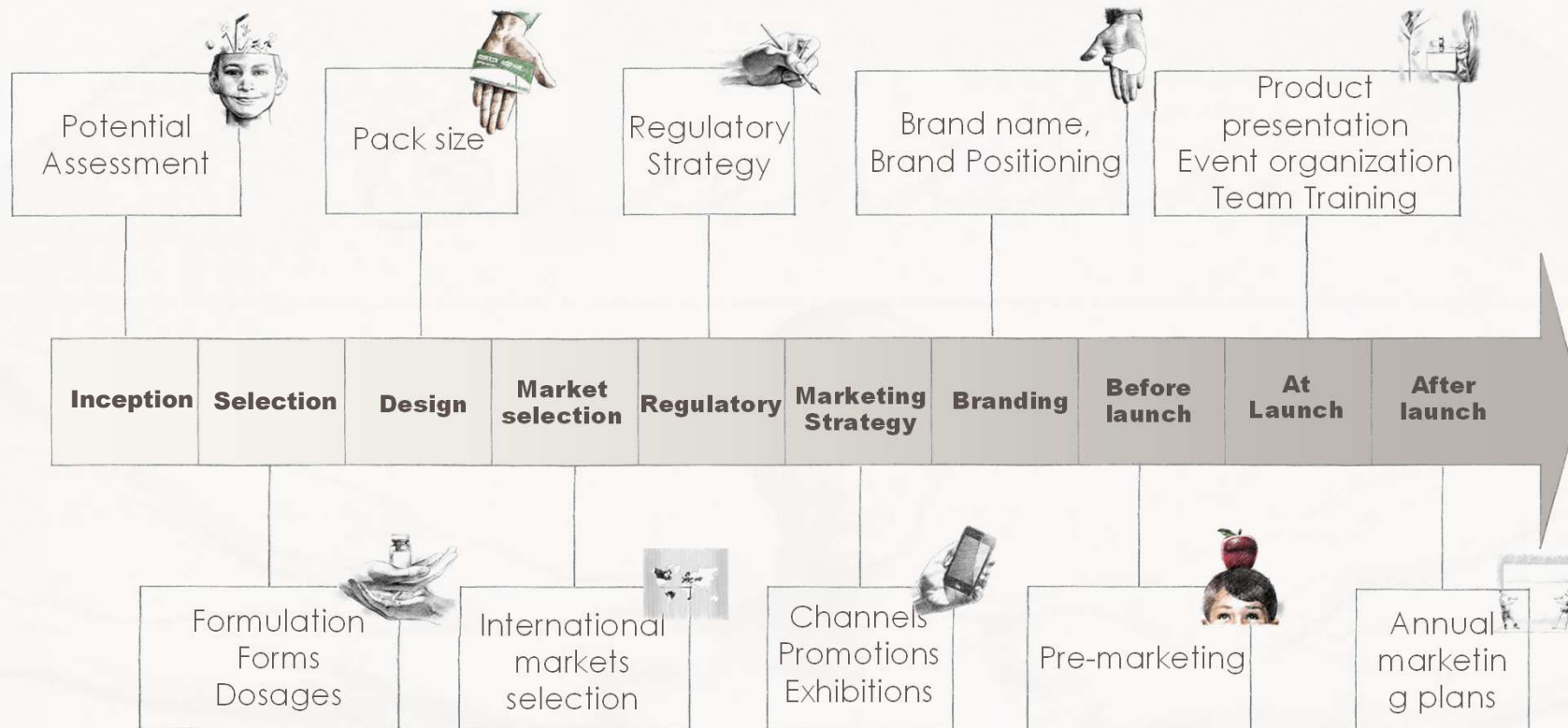
Which processes take place from the inception of a product/service till its consumption?

- A. Idea to Design
- B. Design to Launch
- C. Launch to Death

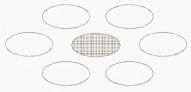


Despite the difficulties of evaluating a product potential, the more accurate you are the more able you are to maximize ROI.

Marketing department involvement in each stage



The 6 P's of the Marketing Mix



The 6P's of marketing sum up the dimensional breadth of a complete marketing program.

Place



Marketing plan should include the places where the product will be available and through which channels.

- What are the dominant channels of distribution?
- Who are the intermediaries?
- What is our contribution within the value chain?
- How does the product get from the manufacturer to the end user?

In practice...

- Which is the optimal distribution channel for a premium 64€/litre olive oil?
- What are the implications of the channel selection?
- Is the product suitable for being sold through E-Commerce?



amazon



Place (2)



The placement and display of the products in a Pharmacy is also included in the marketing plan.

- Which is the best spot to market a product in a pharmacy?
- Which products would you display near the cashier?
- What should be the rule to organize products in the shelves?

In practice...

- Related items are displayed together to impulse cross selling
- Different products are displayed in vertical and using different colours
- The Top-Seller product must be displayed in the best place in the store
- Best offers and daily use goods should be displayed near the cashier



Processes



How the whole business is processed is a key factor of success of the marketing plan.

- How will be the customer service implemented?
- Are the communication channels of the company clear and efficient?
- What are the timeliness of the project?

In practice...

- What is the value created by Uber that made the difference in the Taxi sector?
- Have you ever experienced shopping at an Apple Store? Does it differ from other shopping experiences you had?
- Do you know Apple and UBER after sales services? Do they add value?



Working in marketing for the pharma industry

What is the market looking for

- Scientific background
- Inclination for business areas
- Analytical and problem solving
- Creative thinking, out-of-the-box
- Results oriented



One day in the office

- Update marketing plans
- Marketing materials elaboration
- New projects development



Career development

- Marketing internship
- Junior Product Manager
- Brand Manager
- Marketing Manager
- Business Unit Manager



Thank you



Global Head

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