



CORPORATE REPUTATION AND BRAND BUILDING AT A LEADING EUROPEAN PHARMA COMPANY

Zsuzsa Beke

Head of Public Relations and Public Affairs

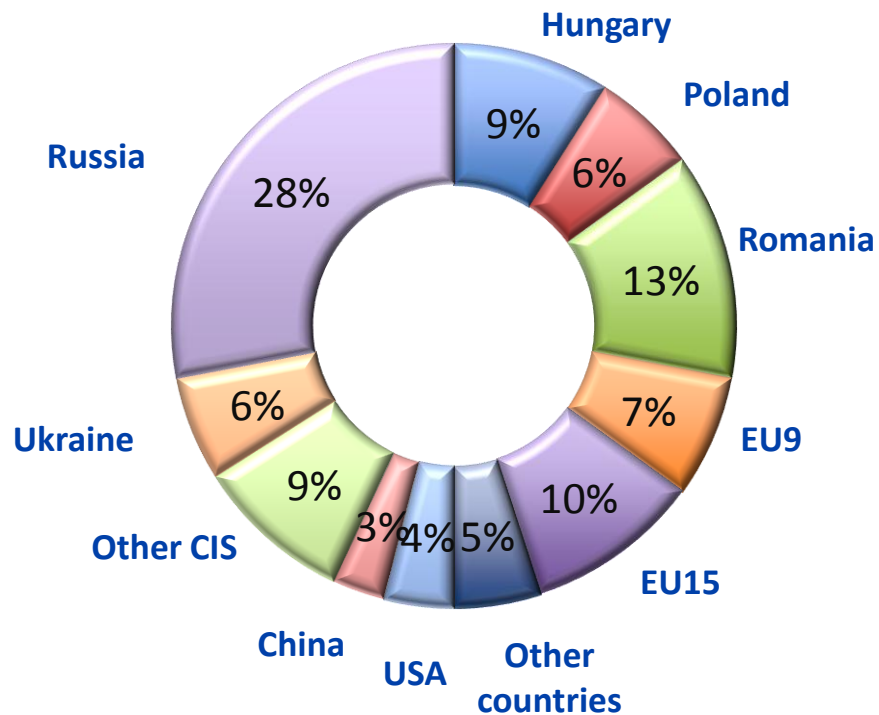
GEDEON RICHTER PLC.

- ❑ European, innovation-oriented, multinational specialty pharma company
- ❑ Founded: 1901
- ❑ Headquarters: Budapest, Hungary
- ❑ International locations: 40
- ❑ Vertically integrated:
 - ❑ research, development, manufacturing, marketing of pharma products
- ❑ Innovative and generic product portfolio
- ❑ Gynecology: strategic importance
- ❑ Regional leader in R&D, 1000 researchers
- ❑ Global headcount: 11657 people worldwide



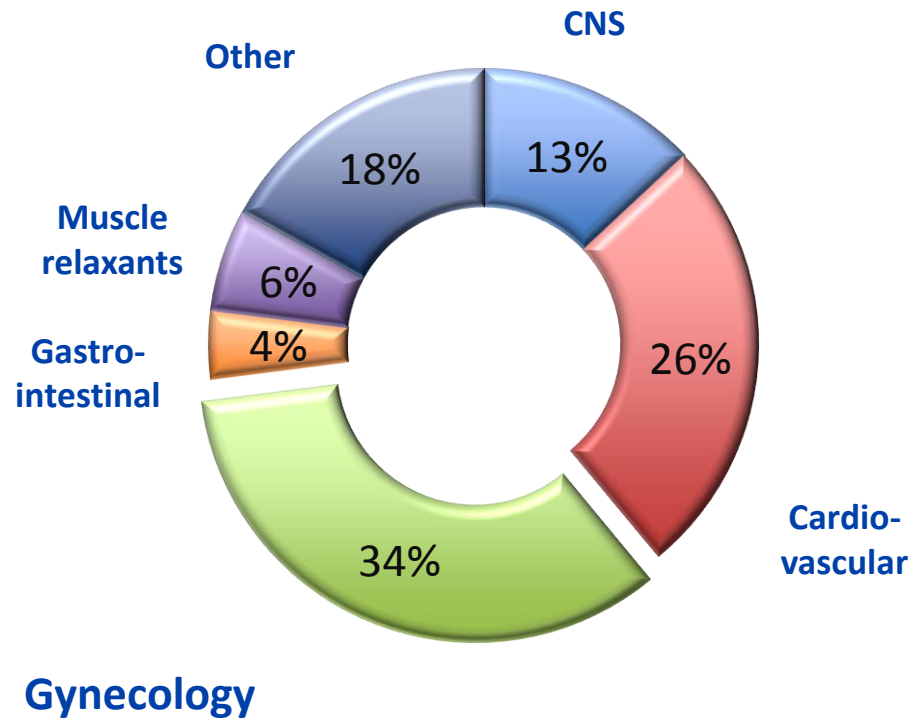
COMPOSITION OF SALES (2013)

By regions



Total sales: EUR 1.184 m
91% for export

By therapeutic areas



STRATEGIC FOCUS: INNOVATION

1000 researchers

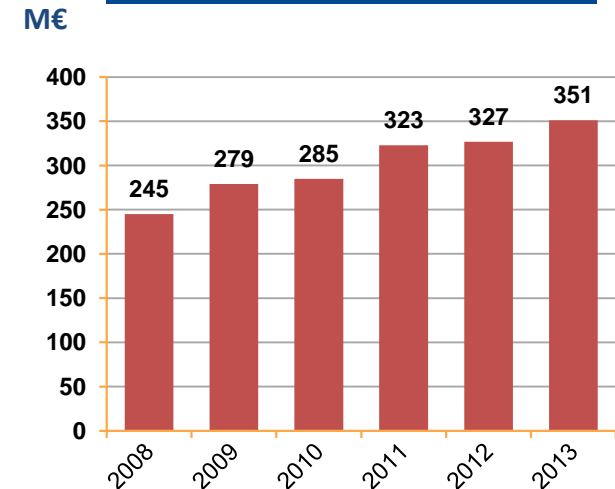
- ❑ Original research (CNS, gynecology)
- ❑ Biotechnology (oncology, immunology)
- ❑ Generic product development



THERAPEUTIC FOCUS: GYNECOLOGY

- ❑ 34% of sales
- ❑ Internationally acknowledged expertise in steroid chemistry
- ❑ Full range of female healthcare products
- ❑ Generic and original product development
- ❑ Well-established in CIS and CEE markets, growing presence in Western Europe

Sales of gynecological products



RICHTER PR CHARACTERISTICS

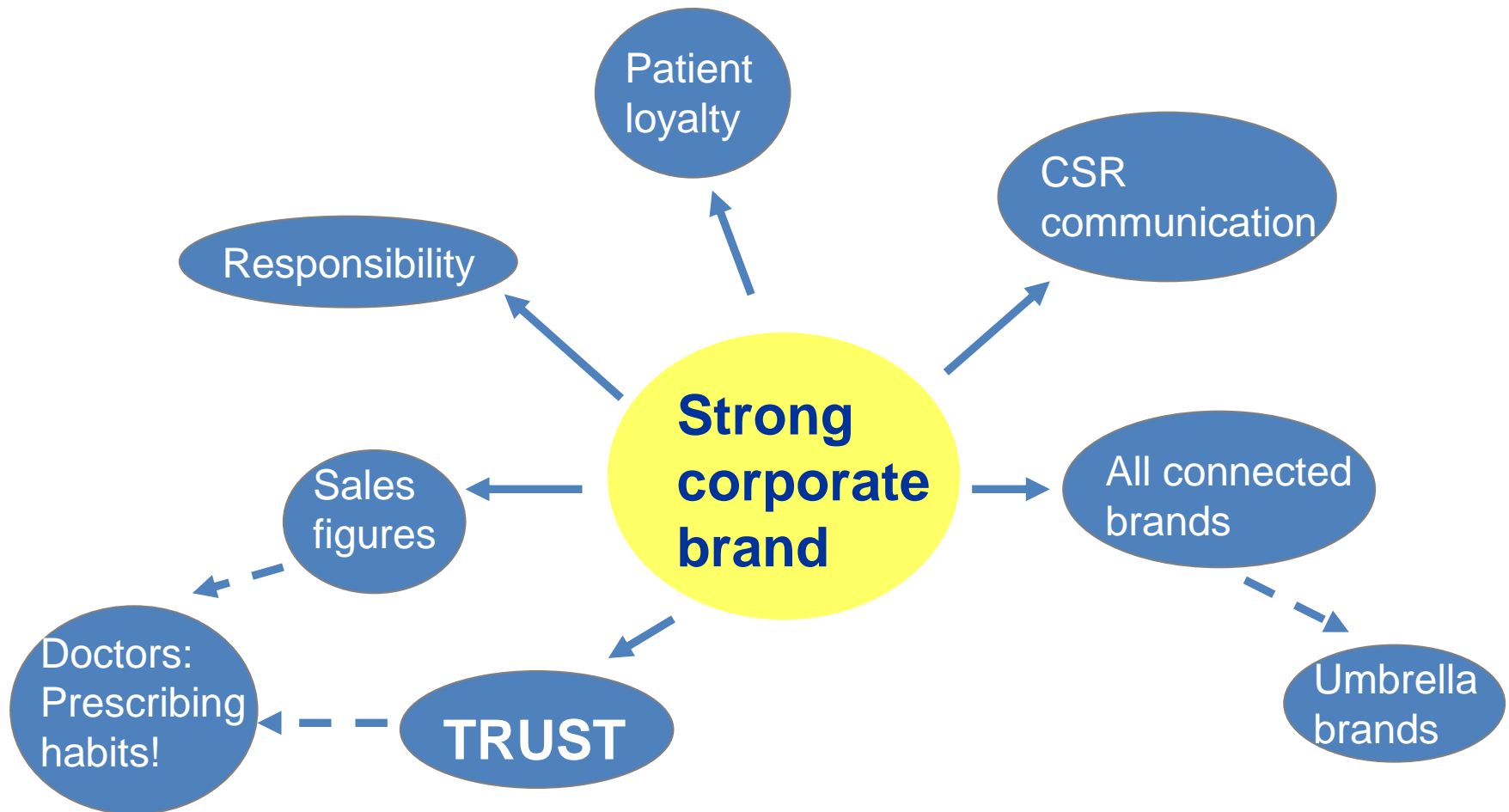
A. Stock market presence – publicly listed company

B. Pharmaceutical industry/health care



Assertive and highly regulated PR activity

NEW MODEL IN PHARMA INDUSTRY: STRONG CORPORATE BRAND INSTEAD OF SPECIFIC BRAND COMMUNICATION



GOOD CORPORATE REPUTATION & STRONG BRAND AWARENESS

- Source of competitive advantage, condition for long-term profit
- Strategic factor in success and brings added value
- Builds trust! (shareholders, employees)
- Enhances value of brands tied to company
- Increases employee engagement
- Helps crisis management
- Business opportunities more accessible
- Reduces HR costs
- ... cannot be separated from business ethics!

CORPORATE BRAND CONTENT

Gedeon Richter Plc. is

- a Hungarian-directed independent multinational company present in more than 100 countries worldwide
- an innovative, R&D-driven company with CNS focus, constantly expanding its product range
- a leading player in gynecology worldwide
- spends the most on R&D in Central Eastern Europe
- a transparent, ethical company with significant CSR activity

RICHTER CORPORATE REPUTATION MANAGEMENT SURVEY IN WESTERN EUROPE (2013)

Target group: 10 gynecologists from the cities of Cologne, Milan and Barcelona each

Method: 90-minute moderated discussions in teams

Interview topics: personal opinion about manufacturer, characteristics and driving forces of relationship with pharma company (via medrep), touchpoints that have an impact on relationships

Needs from a pharma company

	E	I	D	Total
It has good quality of medicines	26%	19%	33%	26%
The company has innovative medicines	32%	13%	21%	22%
Your relationship is excellent with the company	16%	19%	8%	14%
The company has long tradition	9%	27%	7%	14%
The company is specialist in gynecology	8%	12%	10%	10%
Authentic, characterized by social responsibility	6%	3%	6%	5%
Has a wide range of products in the therapeutic field	1%	7%	4%	4%
Care for patients, has programs for your patients	2%	0%	9%	4%
The company has development in other therapy areas, like in CNS	0%	0%	2%	1%

**THE FUTURE:
CONTENT BASED CORPORATE BRAND BUILDING**

RICHTER HUNGARIAN IMAGE CAMPAIGN 2013

Background: the hectic changes in the Hungarian healthcare system have challenged patients' trust in Hungarian doctors and medicine

Richter launched its campaign to highlight this serious social issue and

- to emphasise the high quality of Hungarian medicine
- to support Hungarian expertise and knowledge base
- to mitigate the emigration of doctors, researchers and other professionals

**Bízzunk a hazai,
megbecsülést érdemlő
szakértelemben!**

 **RICHTER GEDEON**
Rólunk gondoskodik



"Trust Hungarian expertise"

Involve a doctor and a pharmacist
of high credibility

Brand content:

- Top Hungarian expertise
- Reliable partner for patients and health professionals
- Retaining know-how
- Caring company

RICHTER HEALTH CITY

- Countrywide screening programme: comprehensive CSR
- From typical pharma company to healthcare company: prevention is in focus
- Screenings, presentations, health counselling, fitness, dietician, physiotherapy plus entertainment
- Campaign message: responsibility of the individual in health preservation
- Donation to local hospital
- Results so far (2009-2013):
 - 33 cities visited
 - total donations: HUF 140 million (EUR 450,000)
 - 60,000 screenings, 15,000 health problems detected
- **Brand content: Richter, the socially caring company, highlights prevention and healthy lifestyle**
- Huge media coverage



RICHTER FOR WOMEN: RICHTER "GOLDEN MUM" AWARD

- Communication target group: women
- Goal: to contribute to the social recognition of women and to increase women's self-esteem
- Award categories: teacher, doctor, healthcare specialist (traditional helping professions with low appreciation in Hungary)
- Candidates nominated by the public by submitting a personal story



- Brand content: Richter, as a specialty pharma company focusing on gynecology, offers not only a comprehensive product portfolio but supports women's mental and psychological well-being as well.

Thank you for your attention!



GEDEON RICHTER

Delivering quality therapy since 1901