

caffetin®



Market

Caffetin is, by far, the most wide-spread and the most famous brand of Alkaloid AD Skopje and, upon many criteria, one of the most recognizable Macedonian brands. Launched as early as 1957 and during the 52 years of its existence, it has become one of the most recognizable brands and a first choice for pain relief in the region. The awareness of its quality and effectiveness is being passed from generation to generation, whereby this product of Alkaloid AD Skopje has received the trophy – icon for pain relief.

Achievements

Caffetin is the most famous and the most widely spread brand of the pharmaceutical company Alkaloid AD Skopje. Since its launching up until now, more than ten billion Caffetin pills have been produced.

The long-term tradition in the usage, excellent acceptance and recognition are the main motifs due to which the management of Alkaloid AD Skopje believes in the brand and seeks for new markets for further launch of this efficient and safe product. The huge potential of Caffetin as a brand, during recent years, has been proven with its successful launching on the markets in several European countries.

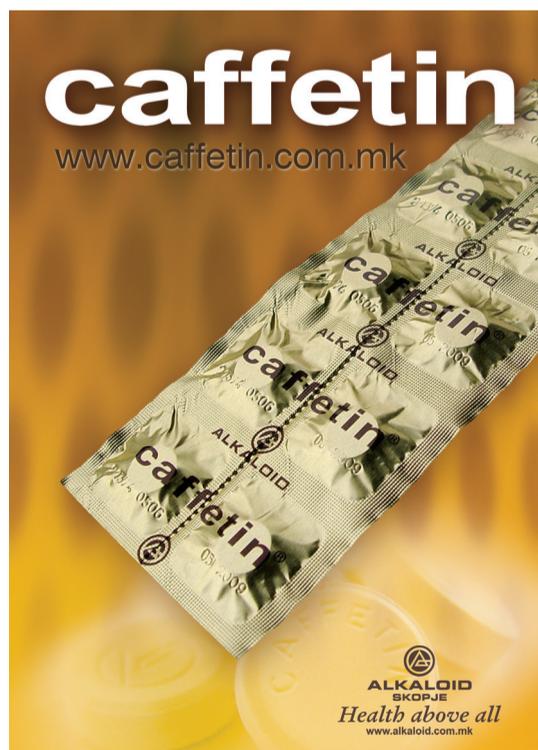
Based on the public opinion survey and the experts' voting, in 2006 Caffetin was granted the status of grand Superbrand for the territory of the Republic of Serbia. In 2008, Caffetin won this prestigious award in Bosnia and Herzegovina, as well.

History

In 2006, Alkaloid AD celebrated its 70-years of existence, which was accompanied by the celebration of the 50th birthday of Caffetin in 2007. Since 1999, this product has been successfully placed on the markets in 15 countries worldwide.

Besides the successful placement on the markets of all former Yugoslav republics, during the previous two decades, it successfully uses the potential of the Russian market. In 2006, Caffetin was introduced on the Bulgarian market for the first time, in 2007 it was introduced in Romania, while since 2008, it has been placed in the Ukraine market.

In spite of the great number of products with similar purpose, Caffetin remains an absolutely recognizable and used brand with great market value. Moreover, Caffetin enjoys its leading position on an extremely competitive market of products which are on free-sale in pharmacies with no doctors' recipe needed.



Product

Caffetin belongs to the group of combined analgetics. It contains four perfectly balanced components that have synergy effect in pain treatment: paracetamol and propyphenazone effect against pain, inflammation and high temperature. The codeine accelerates the effect of the paracetamol and the propyphenazone and the caffeine increases the analgetic effect of the components. Such combination enables analgetic effect in only 15 minutes after administering the medicine.

Beside the fact that it comes for a premium product with a highly complex production process, Caffetin has always had an affordable price. Affordability is precisely one of the basic targets of Alkaloid AD which insists on offering good price/product effectiveness ratio on the market. The production of Caffetin complies with the highest GMP (Good Manufacturing Practice) quality standards in the pharmaceutical industry.

Recent Developments

The customers' awareness about Caffetin, the continuous investment in the product, as well as the fact that it is a leader on the markets, were the reasons due to which, Alkaloid decided to develop its new extensions in terms of new indication zones.

In December 2005, its first extension – Caffetin Cold was introduced on the Macedonian market. Caffetin Cold is used for treating symptoms of influenza and cold. During 2007, this product was launched on the markets in Serbia, Montenegro, Albania, Bosnia and Herzegovina. In 2008, Caffetin Cold was placed on the Croatian market, while since 2009, it has been present on Bulgarian and Ukraine markets.

In its ingredients, Caffetin Cold contains four active components: paracetamol, which helps in



copied with muscular pains and increased body temperature; pseudoephedrine, which has effect upon the nasal congestion; dextrometorphane, which suppresses cough and vitamin C which has a positive effect upon the immune system of the organism.

The portfolio of Caffetin's extensions was, in 2006, increased with Caffetin Menstrual, a medicine issued without doctor's prescription, intended for treatment of menstrual pain for female patients above the age of 12. Caffetin Menstrual contains ibuprophen lizinate, a non-steroid anti-inflammatory medicine with an increasingly anti-analgetic and anti-inflammatory effect. The advantage of Caffetin Menstrual related to other medicines for treatment of menstrual pain is the good gastric tolerability, fast effect and, primarily, efficiency and safety at use.

The conducted clinical investigations have proven that the effect of Caffetin Menstrual starts within 15 to 20 minutes from taking the medicine. This product is present on the markets of Bosnia and Herzegovina, Croatia and Ukraine. The latest extension of the Caffetin brand - Caffetin Cold with natural Vitamin C was launched on the Macedonian market in 2008.

Promotion

Alkaloid is focused on providing a proper balance of marketing tools related to this product. The promotional activities in the pharmacy field are strictly controlled and highly regulated. All products under the brand caffetin® belong to the OTC medicines, i.e. medicines sold without a doctor's prescription and in most countries public advertising, i.e. using of ATL campaigns is allowed. On markets where this is not allowed, the classic advertising is replaced by alternative methods of BTL marketing.

The rule that the pharmaceutical products which are advertised in the media would be doomed to a good future, is absolutely invalid for the pharmaceutical industry.

The promotional strategy of the Caffetin brand



is different in various markets, due to which each market has its own specific features and rules-of-the-game which every company must comply to.

The strategy of the Caffetin brand on export markets is always different, depending on the phase of the product. During launching on new markets, investments are made on advertising and field-work, in order to inform the doctors and pharmaceutical workers about the product and make the proper price positioning. It is interesting to mention that, on certain markets, the price of this product in pharmacies is above 3 EUR.

During 2007, the multi-lingual internet site www.caffetin.com.mk was activated, through which an interactive relationship among the producer, the pharmacists and the patients was established. Persons using Caffetin may log on the site, ask questions and receive answers from the expert team of Alkaloid.

Brand Values

The basic value of the Caffetin brand arises from its power to persevere as a leading brand within a period of more than half a century. The customers' awareness of Caffetin, the continuous investment in the product, the new extensions, the plans for



further development, as well as its leadership position on the market make this product of Alkaloid a real superbrand. The high brand awareness is the main motif for Caffetin to enter the zone of new indications, through its extensions. In the pharmaceutical industry, this can be afforded only by brands that have high recognition index with the customers.

www.caffetin.com.mk

THINGS YOU DIDN'T KNOW ABOUT...

Caffetin

- Caffetin is one of the biggest Macedonian export brands.
- During the previous 50 years, more than 10 billion Caffetin pills have been produced.
- If all produced Caffetin bands were to be connected, you would get a band 165,000 kilometres long.
- The total weight of all produced pills amounts to approximately 5,000 tones.
- Caffetin contains 50mg caffeine which presents one third of the amount of caffeine in a cup of coffee (150 mg) or half of the amount of caffeine contained in a cup of tea (100 mg).
- A great number of emigrants from Balkan areas provide home supplies of Caffetin, since they do not want to change the product they trust, despite the huge selection of pain relief medicines abroad.
- For the production of approx. 1 million pills, which is a standard contents of one series, some thirty hours are needed.

OTC product

ALKALOID
SKOPJE

caffetin
film-coated tablets **COLD**®

WITH VITAMIN C ✓
AGAINST FLU AND COLD ✓
REDUCES BODY TEMPERATURE ✓
RELIEVES PAINS ✓
REDUCES NOSE SECRETION ✓
SOOTHES COUGH ✓

R01BA52 **TABLETS 10**