



Market

With more than 95 years of successful business in the pharmaceutical industry, PLIVA is today a member of Teva Group, one of the largest global pharmaceutical companies.

PLIVA is the largest pharmaceutical company in Croatia and one of the leading companies in Southeast Europe, thanks to its highly competent employees, innovative technologies and continuing investments. PLIVA is also one of the biggest exporters in Croatia with over 90% of products intended for export. Its major markets are Croatia, the US and Russia.

PLIVA is the only pharmaceutical company in Croatia and one of the few such examples in the region with entirely integrated production – from research and development of active pharmaceutical ingredients, to producing finished dosage forms. The vertical integration of all systems ensures top quality of all products.

PLIVA's product portfolio includes a high number of finished dosage forms covering almost all therapeutic groups and active pharmaceutical ingredients. Focused on developing generic and niche products, PLIVA has the broadest portfolio of generic medicines in Central and Eastern Europe.

market for more than 35 years, first via its representative office, and since 1993 via its subsidiary PLIVA Skopje d.o.o., headquartered in Skopje. The primary activity of PLIVA SKOPJE d.o.o. is to supply the Macedonian market with PLIVA's and Teva's medicines.

PLIVA SKOPJE recorded market growth every year between 2011 and 2015, significantly improving its business results and receiving three Superbrands awards. In Macedonia PLIVA has for years been recognised as a reliable business partner to both the health system and patients, and in 2015/2016 it received another Superbrands award.

Achievements

Sumamed®

The discovery of azithromycin was a breakthrough in the history of PLIVA and the pharmaceutical industry in the region. Azithromycin, as the first azalide antibiotic, made PLIVA one of the few pharmaceutical companies to have developed their own, original drug. Thanks to its superior therapeutic properties,



azithromycin. The licence for azithromycin was sold to Pfizer, which sells it in the west under the name of Zithromax. In CEE the drug is known under the name of Sumamed, and it is the best-selling antibiotic in its class.

Vladimir Prelog, a Nobel Prize Winner, is one of the many scientists of outstanding talent and expertise who worked in PLIVA's Research and Development.

Now a member of Teva Group, one of the largest pharmaceutical companies in the world, PLIVA is one of the most well-known brands in the SEE region.

As a part of Teva Group, PLIVA has greater opportunities and potentials than ever before, and continues to employ leading experts who take part in creating global trends in the pharmaceutical industry on daily basis.

PLIVA owes its successes and present status largely to its own research and development of drugs and active pharmaceutical ingredients. Zagreb Centre of Excellence is one of the leading R&D centres in Teva Group.



Last several years have been marked by the greatest investment in company's history. PLIVA and TEVA have invested more than 200 million dollars in new production facilities and environmental protection. Likewise, PLIVA has continuously invested in research and development, with more than 80 million dollars invested in this segment.

PLIVA has devoted significant effort, and will continue to do so in the future, to be a good and reliable partner to health systems in the entire Southeast Europe.

PLIVA IN MACEDONIA

PLIVA has been present in the Macedonian

PLIVA's Sumamed caused a revolution in treatment, and has become one of the most successful drugs in the world. The team responsible for the discovery of this global blockbuster received the Heroes of Chemistry 2000 award in Washington.

History

Established in 1921, PLIVA has more than seven decades of experience in research and development. PLIVA is best known for its results in research and development of sulphonamides, and in the 1930s it was one of the first sulphonamide manufacturers in the world. It is particularly known for researching macrolides, which resulted in its greatest discovery, the blockbuster antibiotic



Product

PLIVA's operations comprise the production of finished dosage forms and active pharmaceutical ingredients, commercial operations in Croatia and Southeast Europe, and the research and development of generic medicines and active pharmaceutical ingredients. PLIVA's product portfolio includes oral solid forms and injectables, creams/ointments, OTC products, cytostatics and active pharmaceutical ingredients. Thanks to the approvals by the US Food and Drug Administration (FDA), the British Medicines and Healthcare Products Regulatory Agency (MHRA), and those of the relevant European agencies, PLIVA's manufacturing processes comply with high global quality standards required for international markets. A wide range of PLIVA's OTC products include Andol[®], Plivadon[®] and Maxflu[®], the holders of the Super Brand status in 2008. OTC drugs are the drugs whose efficiency and safety of administration have been proven in self-treatment.

Andol[®] – ALWAYS AND FOREVER

PLIVA's Andol[®] has been a synonym for an efficient antipyretic, analgesic and anti-inflammatory drug for generations. Its main ingredient is



acetylsalicylic acid, a substance that has been used for ages. The effects of salicylin, a willow bark extract, were known to the ancient Romans, who used it for high fever. As an ingredient of pharmaceutical preparations, acetylsalicylic acid has been used for more than 100 years and its efficacy and safety have been studied and confirmed by almost 3000 articles published in professional literature. There are more than 50 various drugs containing acetylsalicylic acid as an active substance, and PLIVA's Andol[®] is one of them.

It is important to differentiate Andol 300 (300 mg of acetylsalicylic acid) from Andol 100 (100 mg of acetylsalicylic acid), which is used exclusively for the prevention of some cardiovascular diseases.



Maxflu[®] – Send the flu on a sick leave

Maxflu[®] is a drug for cold and flu symptom relief in a form of an effervescent tablet. The advantage of Maxflu[®] compared to an ordinary tablet is its rapid onset of action. Maxflu[®] contains three active ingredients – paracetamol, for pain relief and high fever, pseudoephedrine for nasal decongestion, and vitamin C for an increased vitamin need during infection periods. Thanks to its rapid action and efficacy, Maxflu[®] relieves cold and flu symptoms so that you can continue with everyday activities.

Recent Developments

The merits for all of PLIVA's achievements to date and its current status may be greatly attributed to the in-house research and development activities with 70-year-long tradition.

Clearly defined research and project management processes, focus on niche areas, the use of state-of-the-art technologies and scientific methods, and systematic protection of intellectual property rights are the basic components of PLIVA's research and development strategy.

Currently, PLIVA's R&D strategy focuses on the development of generic medicines, and Zagreb is one of the most important research centres within Teva Group. The purpose of these development projects is the efficient development of new chemical synthesis processes for generic substances, developing new finished dosage forms, i.e. generic products, over-the-counter products or new entities (i.e. molecules under patent protection) through innovative technologies, developing analytics and organization and performing clinical studies.

Promotion

“Walking to health”

The Company focuses an increasing number of its activities on the prevention of diseases, education of citizens, and the promotion of the Company brand. Walking to Health was a fund raising and public health event whose objective was to promote healthy lifestyles and raise funds for this purpose. The walking routes were around two kilometres long and for each kilometre passed PLIVA made a donation to purchase a spirometer for patient education. By joining the event and taking a 30-minute walk, citizens of different cities in Croatia had an opportunity to do something good for both themselves and for others.

Brand Values

The value of PLIVA's brand is best reflected in its perception by physicians and other healthcare providers. For them PLIVA's brands are synonymous with tradition, quality, reliability and ethics. The research has also shown that PLIVA's brands enjoy customer confidence, and that they have been among the leading brands in their fields in terms of image and customer recall for a number of years. As one of the biggest pharmaceutical companies in the CEE region, PLIVA has a huge responsibility not only in terms of successful performance and supplying the

market with high quality and affordable medicines, but also in terms of a responsible relationship with all stakeholders in its environment. It is precisely this relationship with the community, employees, professional public, environment and business partners that makes PLIVA and its brand so distinctive.

CORPORATE SOCIAL RESPONSIBILITY

Along with the quality of its products, PLIVA has built its position and the status of socially



responsible company through years of relationship-building with clients, users and business partners within the health system on the one hand, and with its employees, the environment and the entire social and economic community on the other. This has enabled PLIVA to be competitive on the global level and to comply with regulations on all the markets it operates in.

PLIVA has continually invested in the community by allocating funds for public health activities, sponsorships, and donations to health and educational institutions, financing the projects of non-profitable, non-governmental and charity institutions, as well as the associations of persons with disabilities.



Most of these funds are allocated for education, prevention and protection of health, as this form of investment is a direct contribution to improving the conditions of treatment and health care. PLIVA sets an example to its business partners and other companies of how to show social sensitivity to those in need of help.

www.pliva.hr

THINGS YOU DIDN'T KNOW ABOUT...

Pliva

- ▶ PLIVA is an acronym for “production of medicines and vaccines” (Proizvodnja lijekova i vakcina).
- ▶ In the last several years PLIVA has made the greatest investment cycle in the company history, worth more than HRK 1.3 billion.
- ▶ PLIVA's specialised healthcare portals www.plivazdravlje.hr and www.plivamed.net are the leading healthcare portals in the region.