



Roskilde, 18 May 2004

## Press Release

### European enlargement - Nycomed opens in Poland

Nycomed has established sales offices in Warsaw, Poland, thereby entering the Polish market for pharmaceutical products. The Polish office opens officially today, 18 May 2004.

Poland is, with its population of more than 38 million people, the largest of the new member states that joined the European Union on 1 May 2004. The decision to establish a subsidiary in Poland in the same year where the country becomes a member of the EU is, however, far more than symbolic.

With a total value of more than € 2.5 billion and steady growth, the Polish pharmaceutical market represents a large business potential with a clear prospect of developing even further following the EU accession.

By entering Poland, Nycomed moves closer to its strategy of pan-European coverage. Poland not only provides a large market for Nycomed's products but also increases the strength of the company's offer to potential business partners.

"Moving into Poland enables us to offer our business partners access to another important market in Europe. This further strengthens our position, making us even more attractive to potential business partners," says Nycomed's CEO, Håkan Björklund.

André Rafnsson has been appointed Managing Director for Nycomed Poland with the responsibility of building an effective sales organisation for the launch of the company's two new key products, TachoSil™ and Angiox™ (bivalirudin). He comes from a position within Nycomed as Area Director for the Baltic region.

The entry into Poland follows the establishment of Nycomed offices in the UK and Italy announced in December and October 2003 respectively.

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## About Nycomed

Nycomed is a pharmaceutical company differentiating itself by its European focus. The company's capabilities include product sourcing, late-stage clinical trials, registration, pricing and reimbursement negotiation and product life-cycle management. Dedicated sales teams target general practitioners, hospital specialists and pharmacists.

With 2,800 people, mostly in marketing & sales, Nycomed covers 19 European markets including Russia/CIS. Products are also exported to other countries including Japan and the United States. Nycomed is a privately owned company with 2003 revenue of € 635.5 million.

Further information is available on: [www.nycomed.com](http://www.nycomed.com)