

A photograph of a man and a woman walking on a wooden spiral staircase. The woman is on the left, wearing a white short-sleeved top and dark pants. The man is on the right, wearing a light-colored short-sleeved shirt and dark pants, and has a lanyard with an ID badge around his neck. They are both looking down at the steps. The staircase has wooden treads and white railings. The background is a plain white wall.

Partnering with Nycomed:  
Your key to business  
in Russia and the CIS region



“Partnering is at the core of Nycomed's global strategy, offering our partners flexible access to a high-performance organization. Russia-CIS is a prime example of our success: It is our largest business region, growing at impressive rates, and has a very successful record in collaborations.

Our expertise there has been built over many years. We established our first foothold in the region in the Soviet Union era and have taken a long-term view to growth that has seen us survive and thrive through waves of political and economic change.

Our strength in the region stems from our expertise and experience. It also comes from our understanding that promise is only realised through commitment – a commitment to succeed on behalf of Nycomed and its partners.”

*Håkan Björklund,  
Chief Executive Officer,  
Nycomed*

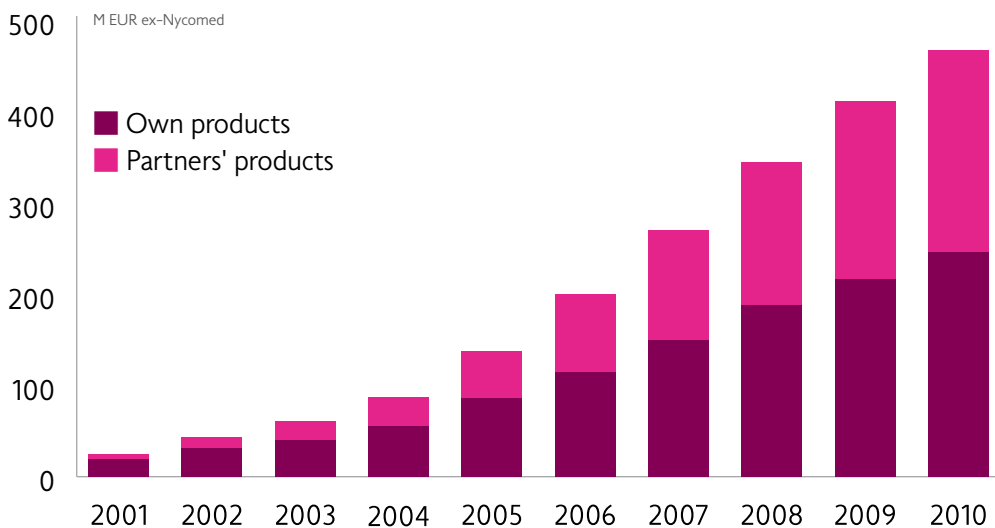
## Partners of Nycomed Russia-CIS



GE Healthcare



## Sales history of Nycomed Russia-CIS



# Partnering with Nycomed Russia-CIS: Swift, smooth and successful market entry

No. 1 market for the Nycomed Group  
(by sales revenue)

Extensive Rx and OTC portfolio, enhanced by multiple  
partnership deals – a key element of Nycomed's  
growth strategy

Headquartered in Moscow, Russia

## Strong market presence

Country	Nycomed's market position (by sales revenue)
● Russia <sup>1</sup>	9
● Ukraine <sup>2</sup>	5
● Kazakhstan <sup>1</sup>	4
● Belarus <sup>3</sup>	5
● Uzbekistan <sup>4</sup>	2
● Azerbaijan <sup>5</sup>	5
● Georgia <sup>6</sup>	7
● Armenia <sup>6</sup>	3

Source:

1. IMS Health (Retail + Hospital + Reimbursement YTD Q3 2010).

2. Pharmstandart (Retail + Hospital YTD Q3 2010).

3. Pharmexpert (Retail + Hospital YTD Q3 2010).

4. Europharmis (Import + Local manufacture YTD Q3 2010).

5. Pharmexpert (Retail + Hospital H1 2010).

6. Pharmexpert (Retail YTD Q3 2010).

# No. 1

for Nycomed  
Group



12  
CIS countries



**Strong experience and extensive market knowledge:**

- “Best in class” Marketing & Sales teams
- Medical, Regulatory and Pharmacovigilance expertise
- Pioneers in Health economy
- Reliable Logistics and Quality Assurance capabilities
- Long-term approach to alliance management
- Well-developed public and government relations functions

**2013/2014**

Nycomed’s new  
Russian manufacturing plant  
goes live



**>1200**  
employees

**>120**  
cities

# Strong portfolio offers strength through diversity

Neurology	<b>Own:</b> Actovegin, Xefocam <b>Partners:</b> Ceraxon, Avonex, Encephabol
Cardiology	<b>Own:</b> Cardiomagnyl, Warfarin <b>Partners:</b> Concor
OTC	<b>Own:</b> Calcium-D <sub>3</sub> Nycomed, Xymelin <b>Partners:</b> Nasivin, Kestine
Endocrinology	<b>Partners:</b> Glucophage, Glucovance, Thyroids portfolio, Jodbalance
Neonatology	<b>Partners:</b> Pedeia, Curosurf
Anaemia	<b>Partners:</b> Venofer, Ferinject, Maltofer
Dermatology	<b>Partners:</b> Daivobet, Daivonex, Fucidin
Surgery	<b>Own:</b> TachoComb
Gynaecology	<b>Own:</b> Gynipral
GI	<b>Own:</b> Controloc, Zenpep
Pulmonology	<b>Own:</b> Daxas

# What distinguishes Nycomed as a partner?

## **Partnering is at the core of Nycomed's global strategy**

- Global network
- Regional and global agreements
- Fully integrated organization

## **Russia-CIS has a unique track record in partnering**

- 12 new partnerships since 1999
- Agreements range from developing brands to market leaders
- Successful re-launches of partners' products

## **Responsive, reliable and focused attention to partners' products**

- We treat partners' products as we would our own

## **Flexibility in meeting partners' requirements**

- We offer range of different business models
- We work in close collaboration to tailor product strategies to local needs

## **Compliance with both local legislation and global standard for business integrity**

## **Multi-area expertise**





*Jostein Davidsen, President of Nycomed Russia-CIS (left), discusses Nycomed's new Russian manufacturing plant with Vladimir Putin, Russian Prime Minister (right).*

## A respected, growing company in the Russia-CIS region:

- €75 million investment in a new pharmaceutical manufacturing plant in Russia's Yaroslavl region
- Among the pharmaceutical industry's most attractive employers in the region
- Consistently acknowledged by the industry and other observers as a respected and reputable company which delivers success



“For the last years we have been strongly focused on dedicated business development in Russia-CIS, and we have been very successful. We are well-prepared to serve the market and to operate a profitable, continuously expanding business in this region.

We have good reasons to be optimistic, and we will put all the efforts to maintain the leader position on this market.”

*Jostein Davidsen*

*Jostein Davidsen,  
President, Nycomed Russia-CIS*

The logo for NYCOMED, featuring the word "NYCOMED" in white, uppercase, sans-serif font, set against a dark teal, trapezoidal background that tapers to the right.

To learn more about partnering with Nycomed Russia-CIS please contact:

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