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CORPORATE PRESS OFFICE

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Company overview

Rottapharm|Madaus is a multinational pharmaceutical group based in Italy with its headquarters and research centre in Monza and possessing branches in over 85 countries.

Rottapharm's long history of success began in 1961 with the creation of a small laboratory of independent research. From then on, the company has always invested in research, innovation, development and distribution on a global scale of new products mainly in the field of pharmaceuticals and, in the following years, also in the fields of parapharmaceuticals and neutraceuticals.

In 2010, it earned a **revenue of approximately 600 million Euros** (75% of which came from international markets).

Mission

“Our mission – declared Professor Luigi Rovati, President and Founder of the Group – has always been research. For 50 years, we have worked to find innovative, safe and effective solutions for the treatment of the most widespread pathologies. Thanks to this intense research, we are currently one of the few Italian pharmaceutical companies to boast the introduction of several original drugs into the market for the treatment of specific pathologies.”



Scientific research

In these years, the **Rotta Research Laboratorium**, the Rottapharm|Madaus research centre, **has synthesized more than 5,000 compounds targeting specific molecules, filed for over 300 patents and created 19 original drugs.**

Among the therapeutic areas in which it is currently most specialized are rheumatology, gynecology, urology, gastroenterology, pneumology, psychiatry and oncology.

**Parapharmaceutical
Sector**

In 2000, with the acquisition of the brands Saugella and Babygella, Rottapharm started to operate in the field of parapharmaceuticals, quickly attaining a leading position in the market of products for personal hygiene sold in pharmacies.

At the same time, the Group began to develop a new line of nutraceuticals based on natural extracts.

**The acquisition
of Biochemical
PSN**

With the acquisition of Biochemical PSN in 2005, Rottapharm became the leading Italian company in the sector of personal care products sold in pharmacies

**The acquisition
of Madaus Pharma**

After the acquisition, on the 13th of June, 2007, of 100% of Madaus Pharma, the German multinational pharmaceutical company, the Group became one of the leading pharmaceutical companies focused on the development and marketing of natural pharmaceutical products.

Madaus Pharma was created in 1919 by the Madaus family, with the goal of developing and marketing pharmaceutical products by applying rigorous methods of chemistry and pharmacology.

The acquisition was the biggest operation of M&A ever accomplished by an Italian pharmaceutical company (M&A Award 2008).

**Rottapharm
Biotech**

Nel In November of 2008, after the acquisition of Lay Line Genomics Spa., a branch of the company formed by the research laboratory of Basovizza (TS), Rottapharm Biotech S.r.l., a company of biotechnologies committed to the research and development of therapeutic agents based on recombinant antibodies designed to cure severe pathologies, was created

**Product
Portfolio**

The group's commitment and activity in the field of scientific research currently portfolio enables Rottapharm|Madaus to offer patients, doctors and pharmacists a rich variety of therapeutic solutions for health and well-being.

Rottapharm|Madaus's activities consist of the development of ethical pharmaceutical products: from prescription to over-the-counter, encompassing the areas of personal care and nutritional supplements.

Rottapharm|Madaus's product portfolio is comprised of renowned brands such as **Dona, Ananase, Epinitril, Estromineral, Saugella, Armolipid Agiolax, Reparil and Legalon.**

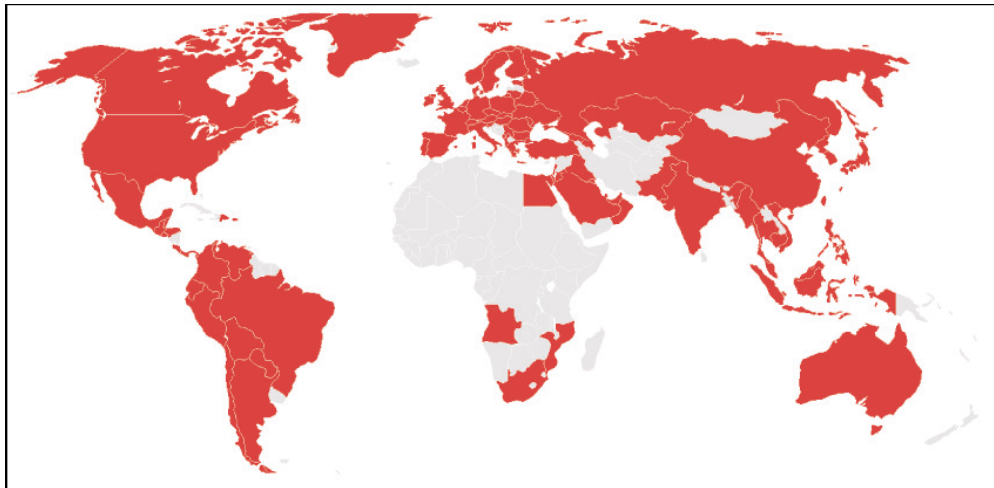
**Industrial
structure and
international
network**

The Group's headquarters is in Monza where the centre of research and development is also located, while production is managed in four production plants throughout Europe: Confienza (Italy), Dublin (Ireland), , Troisdorf (Germany), as well as Barcelona (Spain), where Euromed, a ground-breaking Group's plant in the extraction of active principles, is located, and one in Goa, India.

**Strategies
of
development**

Rottapharm|Madaus's strategy is set on growth not only through continuous investment in research & development and the consequent launching of new and innovative products, but also through possible new acquisitions in foreign countries.

Rottapharm | Madaus in the world



International diversification

As for international diversification, after the acquisition of the German multinational company, the Rottapharm Group has strengthened its presence in Germany, Spain and Portugal and made its way into other countries such as Belgium, Austria, South Africa and India.

Global leadership

Rottapharm|Madaus is currently one of the leading Italian pharmaceutical companies, and also maintains a presence in **over 85 countries** worldwide with approximately **2,000 employees**.

In the coming years, Rottapharm|Madaus will implement an industrial plan that initiates a process of high growth with the intention to become an even larger global presence in the pharmaceutical field by increasing international diversification.

Strategy for development

Goals

Rottapharm|Madaus's strategic goals for the coming years are as follows: **the consolidation of its presence in foreign markets with development potential, launching new products through continuous investment in research and external growth through acquisitions.**

A careful analysis of the presence of the Group in the world shows a **geographic diversification**, which represents one of the strong points in the strategies for development of Rottapharm|Madaus.

Guidelines

The Group's strategic guidelines are oriented towards a process of consolidation in the business areas already held and that of growth through acquisitions

The Rottapharm Group has made investments worldwide in fixed assets for over 800 million Euros, of which more than 600 million Euros were invested from 2007 onwards.

Plans for the next five-year period include an investment plan for no less than 500 million Euros of which the most part will be invested in new technologies and towards gaining access to new foreign markets.

Apart from this, the company has a development plan for new pharmaceutical products amounting to more than 400 million Euros in 6 therapeutic areas which could produce just as many new active molecules within the Gastroenterology, Pulmonology, Central Nervous Systems and Chemotherapy fields of medicine.

Research

Rottapharm|Madaus boasts a rich portfolio of molecules and original drugs discovered and patented by its own R&D department: from **glucosamine sulphate, an essential molecule in the treatment of osteoarthritis**, to **proglumetacine, a non-steroid anti-inflammatory drug**, to **the launch of the first transdermal matrix patch with Estradiol**, an innovative application system in hormone replacement therapy to treat menopause.

R&D Activities

Rotta Rotta Research Laboratorium, the centre of R&D of the Group, has developed all the skills for the management of research in the pre-clinical stage, while, for research in the clinical stage, the group counts on the cooperation of centers Of excellence in their respective therapeutic areas; **a team of over 100 researchers is active at the headquarters of Monza** in drug research, while scientific research in the nutraceutical and dermocosmetical fields is located at the laboratory of Confienza, where production also takes place



Therapeutic Areas

The main therapeutic areas on which Rottapharm|Madaus's research currently focuses are **rheumatology, gynecology, urology, gastroenterology, pneumology, psychiatry and oncology**.

The Group's research activities are also extended to the sector of personal care products and of nutraceuticals.

R&D PIPELINE: New chemical entities

Small molecules

INN and/or CODE	PHARMACOLOGICAL CLASS	THERAPEUTIC INDICATIONS	DEVELOPMENT PHASE
Dexloxiglumide (CR2017)	CCK-1 receptor antagonist	<ul style="list-style-type: none"> Irritable Bowel Syndrome (IBS) Functional dyspepsia (FD) Gastro-Esophageal Reflux Disease (GERD) 	Phase III
Andolast (CR2039)	Airway specific anti-inflammatory agent with calcium-activated potassium channel opener properties	<ul style="list-style-type: none"> Bronchial asthma Allergic rhinitis Chronic Obstructive Pulmonary Disease (COPD) 	Phase III
Itriglumide (CR2945)	CCK-2 receptor antagonist	<ul style="list-style-type: none"> Anxiety disorders Acid-related gastrointestinal disorders Gastrointestinal neoplasms 	Phase II
Neboglamine (CR2249)	Functional positive modulator of NMDA receptors with potent and selective inhibition of NE reuptake	<ul style="list-style-type: none"> Schizophrenia Drug abuse 	Phase II
CR3294	Inhibitor of pro-inflammatory gene expression with potent ROS-gene-ration preventing effect	<ul style="list-style-type: none"> Chemotherapy/Radiotherapy-Induced Mucositis Chemotherapy-Induced Diarrhea (CID) Inflammatory Bowel Diseases (IBD) 	Phase II
CR3465	Leukotriene D4 receptor antagonist	<ul style="list-style-type: none"> Bronchial asthma Interstitial cystitis 	Phase I

CR4056	Imidazoline I2 binding site ligand	<ul style="list-style-type: none"> • Neuropathic pain • Acute Nonspecific Pain 	Preclinical Development
CR5542 (series)	Orexin receptor antagonist	<ul style="list-style-type: none"> • Anxiety disorders • Compulsive disorders • Insomnia and sleep disorders 	Exploratory Development
CR4892 (series)	NaV 1.8 blocker	<ul style="list-style-type: none"> • Pain 	Discovery
CR5259 (series)	Aggrecanase inhibitor	<ul style="list-style-type: none"> • Osteoarthritis: Disease Modifying Drug 	Discovery
CR5790 (series)	EP4 receptor antagonist	<ul style="list-style-type: none"> • Osteoarthritis: Symptom Modifying Drug with potential Disease Modification properties 	Discovery
CR3663 (series)	Peripheral NMDA receptor antagonist	<ul style="list-style-type: none"> • Osteoarthritis: Symptom Modifying Drug with potential Disease Modification properties 	Discovery
CR4174 (series)	COX-2 inhibitor NO donor (CINOD)	<ul style="list-style-type: none"> • Osteoarthritis: Symptom Modifying Drug Inflammatory disorders 	Discovery

Biologics/Therapeutic proteins

INN and/or CODE	PHARMACOLOGICAL CLASS	THERAPEUTIC INDICATIONS	DEVELOPMENT PHASE
CRB0022 (monoclonal antibody)	Nerve Growth Factor (NGF) inhibitor	<ul style="list-style-type: none"> • Osteoarthritis pain • Chronic pain 	Exploratory Development
CRB0016 (monoclonal antibody)	Undisclosed	<ul style="list-style-type: none"> • Osteoarthritis: Disease Modifying Drug 	Exploratory Development

BRU 83-92	HIV-1 protease inhibito	<ul style="list-style-type: none"> • AIDS 	Exploratory Development

R&D PIPELINE: LINE EXTENSIONS*

INN and/or CODE	PHARMACOLOGICAL CLASS	THERAPEUTIC INDICATIONS	DEVELOPMENT PHASE
Silibinin	inhibitor of hepatitis C virus (HCV) Phase II RNA polymerase	<ul style="list-style-type: none"> • Hepatitis C (oral) • • HCV recurrence in liver transplantation (IV) 	Phase II

**Does not include portfolio management and new indications of marketed products*

Agreements on research & development

Rottapharm|Madaus is currently involved in numerous partnerships and agreements, both nationally and internationally - for joined research with prestigious universities, companies and scientific associations.

Agreement with the University Milano – Bicocca

In 2008, Rottapharm|Madaus signed an agreement of scientific collaboration and research with the University of Milano – Bicocca in the field of pre-clinical pharmacology and neurotoxicity of drugs.

According to this agreement, **Rottapharm|Madaus shares the new laboratory of applied Molecular Biology, located at its headquarters of Monza, with the University of Milano - Bicocca.**

Products

Ethical drugs

Since its origins, the Group has been characterized by a **strong commitment to research, with the aim of finding innovative therapeutic solutions for the treatment of specific pathologies**; along the years, the Rotta Research Laboratorium - the centre of research and development of Rottapharm|Madaus in Monza - has synthesized numerous drugs, among which, DONA, the original glucosamine sulphate, utilized by millions of patients worldwide.

ROTTAPHARM|MADAUS TOP PRODUCTS



Personal care

In its mission of prevention and awareness for global health, the Group has long been present in the market of personal care with products for intimate and personal care as well as with the development of dietary supplements. More specifically, in the field of personal care products sold in pharmacies, Rottapharm|Madaus holds a **leading position in gynecology and pediatrics, in its brands Saugella and Babygella.**



Moreover: after the acquisition of Biochemical PSN in 2005, Rottapharm|Madaus is now able to offer a wide variety of products in the areas of dermatology, trichology and photo-protection.



Nutraceuticals

The sector of dietary supplements and nutraceuticals represents a natural derivative in Rottapharm|Madaus's research.

The dietary supplements fall into the same therapeutic categories in which Rottapharm|Madaus has a wealth of experience: the cardiovascular field with the Armolipid line, gynecology with the Estromineral line (treatment of menopause symptomatology) and the osteo-articular field with the Fortilase line.



The categories of systemic hair care and photo-protection, with the Biomineral and Carovit product line, and urology with Prevalon were recently included.

BIOMINERAL **CAROVIT**

ROTTAPHARM | MADAUS Summary

Activities

Multinational pharmaceutical company focused on international research, development and marketing of original drugs, parapharmaceutical and nutraceutical products.

Headquarters

Monza – Via Valosa di sopra 9

President

Luigi Rovati

Executive Vice-president and Chief Scientific Officer

Lucio Rovati

Executive Vice-President and Chief Executive Officer

Luca Rovati

Chief Executive Officer

Vincenzo Maglione

Research Centres

Rotta Research Laboratorium, the research and development centre of Rottapharm | Madaus, is active with a team of over 100 researchers in the headquarters of Monza, while research in the dermocosmetical field is performed in the laboratories of Confienza, - where R|M's biggest production plant in Italy is located. In Cologne, Germany, is the headquarters of a Madaus research centre for pharmaceutical products.

Plants

The Group possesses five production plants in Europe - Confienza (Italy), Dublin (Ireland), Troisdorf (Germany), Euromed Barcelona (Spain) and Goa, India.

Leading brands

Of note: DONA, Saugella, Babygella,
Estromineral, Armolipid, Ananase, Epinitril,
Agiolax

International presence

85 countries

Number of Employees (2011)

2000

Net revenue (2010)

600 milioni di euro