



MARKET

LEO Pharma develops, manufactures and markets pharmaceutical drugs to dermatologic and thrombotic patients in more than 100 countries globally. To realise their vision of becoming the preferred dermatology care partner improving people's lives around the world, they are expanding into new regions and markets, reaching more patients and societies with drugs and therapies that address unmet medical needs.

LEO Pharma has its own sales forces in 61 countries and employs around 5,000 employees worldwide. The company is headquartered in Denmark and is wholly owned by the LEO Foundation. Global annual turnover: 215,000,000 Euros (two hundred and fifteen million euros) Turnover in UAE: 6,100,000 Euros (six million and one hundred thousand euros)

The main products are: Fucidin® Cream, Fucidin Ointment®, Fucicort®, Fucidin® H, Fucidin® Intertulle (gauze). These are targeted at all consumers suffering from soft skin tissue infections (SSTIs), burns, wounds and infected insect bites regardless of age and sex.

LEO Pharma no longer targets the market in terms of figures but rather tries to access people by helping them achieve healthy skin. Fucidin® is an affordable brand for both top-end and bottom-end consumers which boasts a 65% Market share according to UAE IMS for 2016.

Fucidin® enjoys high brand equity illustrated by modern retailing trends that improve patient access to Fucidin® to the extent that it has become a household necessity

LEO Pharma would like to help 100,000,000 (one hundred million) patients across the globe by 2020, furthermore to be seen as the preferred dermatology care partner improving people's lives by helping people achieve healthy skin. Fucidin® is aiming at reaching 80% market share.

ACHIEVEMENTS

In 2016, Fucidin® market share was 65% not only in the UAE, but across the GCC area. It remains the brand of choice to many major tenders across the GCC despite the presence of numerous generics that are significantly cheaper than Fucidin®.

HISTORY

In 1908, pharmacists August Kongsted and Anton Antons bought the LEO Pharmacy in Copenhagen, Denmark. With the purchase, they established 'Københavns Løveapoteks kemiske Fabrik', today known as LEO Pharma. From humble beginnings in the basement of the Copenhagen pharmacy, LEO Pharma has grown into a truly global concern, helping people all over the world to enjoy a better quality of life. LEO Pharma celebrated its centennial in 2008. Flags bearing the LEO logo were flying in every country where LEO products are available, more than a hundred flags in total. Today, LEO Pharma is stronger than ever with a

growing global presence, a dedicated work force of more than 5,000 specialists and a strong pipeline of unrivalled pharmaceutical products within dermatology and thrombosis.

Prior to 1962 penicillin was widely used as a topical antibiotic, and because of its high resistance there was a need to find a better topical antibiotic. In 1962 in Denmark, Fucidin® was discovered in several formulations (cream, ointment, gauze). Fucidin® is in an antibiotic class by itself because of its unique steroid-like structure and the fact that it has no beta-lactam ring. This class is called Fusidane class. Because of this unique structure, Fucidin® is distinguished by high penetration power and the fact there is no cross-resistance that is usually the drawbacks of other topical antibiotics.

Fucidin® has shown consistent growth over the past 55 years, gaining the trust of its users worldwide.

PRODUCT

LEO Pharma's goal is to improve the quality of life for people with skin conditions and those in need of critical care.

As an example, today,

psoriasis affects one in 50 people – and studies show that only half of psoriasis sufferers receive satisfactory treatment. LEO Pharma work to change that.

They start by listening. All the medical conditions in their therapeutic focus areas cause extensive physical and social discomfort, so before they can develop treatments and solutions to help the people with these conditions live better lives, they need to understand the challenges they face. Drawing on cross-disciplinary expertise from areas such as psychology, sociology and physiology, they create therapies and drugs that are simple and comfortable to administer, ideally requiring only a single daily dose or application and which offer a wide range of drug delivery options.

Fucidin® is designed for helping people achieve healthy skin. The Fucidin® tube is manufactured to withstand the high temperatures in our climate zone in the GCC.

PROMOTION

The main sales channel for Fucidin is through direct selling through Healthcare Professionals.

LEO Pharma has more than 100 years of experience with drug development and discovery. Today, more than 700 scientists and specialists globally work within research and development in LEO Pharma to develop new treatments. LEO Pharma's strong commitment to research and development is strengthened by their extensive collaboration with more than 400 academic and institutional research centres and industry partners around the world.

Out of LEO corporate social responsibility the company runs public awareness campaigns in malls to raise public awareness not just for Fucidin® but soft skin tissue infections in general.

The Fucidin slogan is "Tried and trusted for generations" Which reflects the public's 100% trust in the product.

LEO Pharma has produced an application based platform called "Spread the Joy", uplifting and updating the knowledge about soft skin tissue infections at the Pharmacists level.

BRAND VALUES

LEO Pharma's people are united worldwide by common values, which drive their actions – paving the way for their long-term growth and development.

The brand's values reflect the way they strive to increase the quality of life for patients.

They also reflect the way they aim to co-operate, respect, trust and support each other; act in a trustworthy, dedicated and professional manner and take charge and achieve great results.



Integrity

LEO Pharma are a responsible company and keep their promises. They act and communicate in an open, honest and trustworthy way.

Customer focus

LEO Pharma improve the quality of life of people through competitive products and services. To truly understand their customers, they engage in partnerships and dialogue.

Innovation

LEO Pharma have a responsibility to innovate and challenge the status quo. They share and implement their ideas and learn from their failures.

Passion

LEO Pharma strive to be the best. They care about people and take pride in what they do. They strive to support and inspire others in their efforts to make a difference.

Adaptability

LEO Pharma stay agile in a dynamic world by seeking solutions that are flexible, scalable and cost effective. They seize new opportunities as they arise.

Fucidin® is committed to ensure access to a brand that is devoted to 100% quality. Quality of raw materials used, quality of packaging and quality of documentation in our mission to help people achieve healthy skin.

Fucidin® is recognised by its unique LEO logo (LEO Lion) and the stripes on the pack. Fucidin® is called "Abu Asad" in the GCC which is an Arabic word that means the one with the lion reflecting on the LEO logo.

www.leo-pharma.com/



THINGS YOU DIDN'T KNOW ABOUT FUCIDIN

- Fucidin® was discovered in 1962 in Denmark.
- In 2016, Fucidin® market share was 65% not only in the UAE, but across the GCC area.
- Fucidin® is class of topical antibiotics by itself. There are several products that share the same class, but Fucidin® has its own class called the "Fusidane" class. Because of its unique structure, Fucidin® has a high penetration power allowing it to reach deeply seated infections and has a low level of resistance.