Annual Report 2015



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Key therapy areas and product areas¹⁾

	Prescription drugs		Non-prescription drugs			
	Rx		Сх		отс	
Respiratory	Azep/	EpiPen Novolizer Pafinur	Fortilase Ialumar			
Dermatology	Acnatac Aldara Elidel Zyclara		Betadine Babygella Dermasol AKN		EndWarts Naloc	
Pain and Inflammation	Rantudil Rheumon Zamadol		Dona/Viartril GO-ON Reparil			
Other key products	Tambocor Thioctacid Uralyt Zyma		Agiolax ArmoLIPID Legalon Saugella		CB12	

¹⁾ The chart shows examples of Meda's products within selected areas.

Definitions

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Rx

Rx products are prescription based pharmaceuticals prescribed by doctors and therapists for patients.

Сх

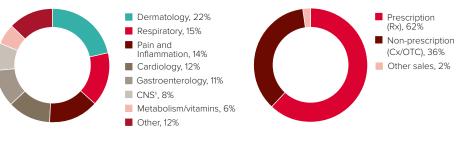
Cx are clinically-proven consumer healthcare products recommended by doctors and pharmacists to consumers.

OTC

OTC products are overthe-counter products sold directly to consumers via pharmacies and retail chains.

SALES BY PRODUCT AREA 2015

SALES BY THERAPY AREA 2015

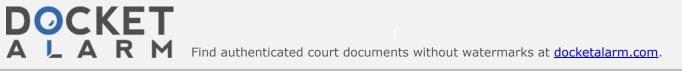


¹⁾ Central Nervous System

Mission

We strive to be a fast-growing, innovative company that is open to different kinds of commercial models and that will be market-leading in certain therapy areas with prescription and non-prescription products. We are dedicated to providing products that serve society by increasing the well-being and quality of life of individuals. As a company, our aim is to attract the best talent and reward our employees for outstanding performance. Maintaining our excellent reputation is vital to us.

Countries where Meda has its own sales organizations



Vision

Our vision is to become a worldleading specialty pharma company with a focus on sustainable and profitable growth to provide value for our patients, shareholders and other stakeholders.

19,648 Group sales reached

SEK 19,648 million

150 Our pharmaceuticals are sold in more than

150 countries

6,482

EBITDA excluding nonrecurring items amounted to SEK 6,482 million

60

Our sales organizations are present in over 60 countries **REVENUES BY GEOGRAPHY 2015**



WESTERN EUROPE, 62%
EMERGING MARKETS, 19%
USA, 17%

OTHER SALES, 2%

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