



Introduction to STADA June 2024



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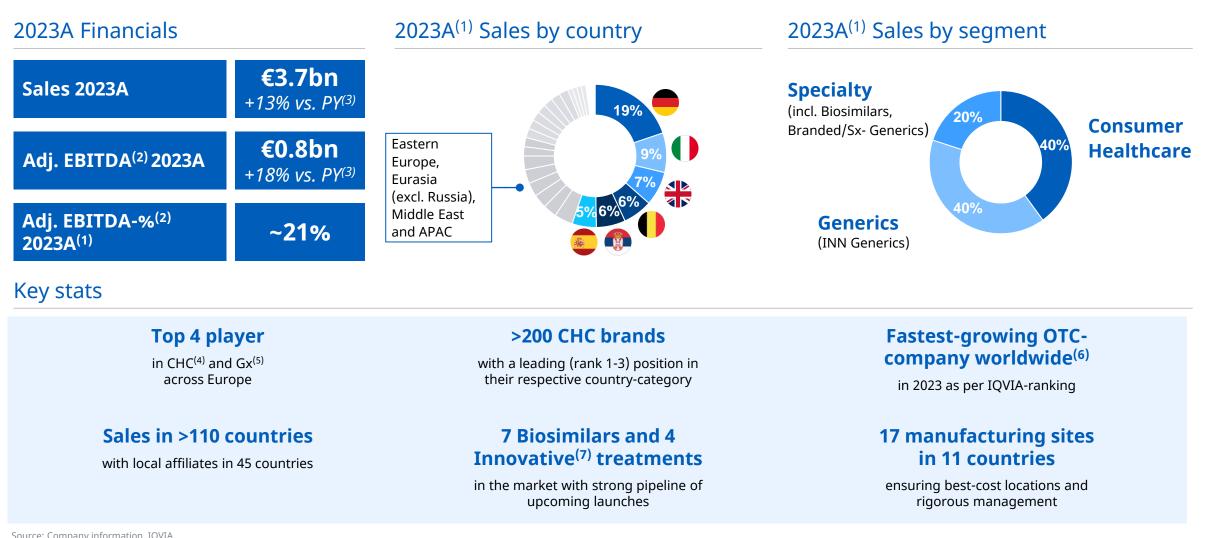
This Presentation includes certain consolidated financial information of the Company and, in addition, includes certain financial measures that are not recognized by IFRS or any other generally accepted accounting principles and that may not be permitted to appear on the face of financial statements or footnotes thereto ("Non-GAAP Measures"), including EBITDA / adjusted EBITDA. Non-GAAP Measures should not be considered as alternatives to performance measures derived in accordance with IFRS or any other generally accepted accounting principles, may not be comparable to other similarly titled measures of other companies and have limitations as analytical tools. Non-GAAP Measures may not be comparable to those of other companies in the same industry and may be calculated differently from similar measurements presented by other companies in the same industry. On October 2, 2023, the Group announced that it had transferred its Russian business activities to Nidda Lynx S.à r.l., a subsidiary of an indirect parent entity of the Company, pursuant to an internal reorganization"). As a result, the condensed and consolidated financial information of the Company included in this Presentation for the years ended December 31, 2017, 2018, 2019, 2020, 2021, 2022 and 2023 have been retroactively restated, as required pursuant to IFRS, by presenting the Company's Russian business activities as discontinued operations of the quisted Financial Information has not been prepared in accordance with IFRS, the requirements of Regulation S-X under the U.S. Securities Act of 1933, as amended (the "Securities Act"), the Prospectus Regulation or any other generally accepted auditing standards. During the periods presented in this Presentation the Company completed several acquisitions and dispositions. Consequently, the results of operations in the periods presented in this Presentation may not be directly comparable.

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STADA at a glance



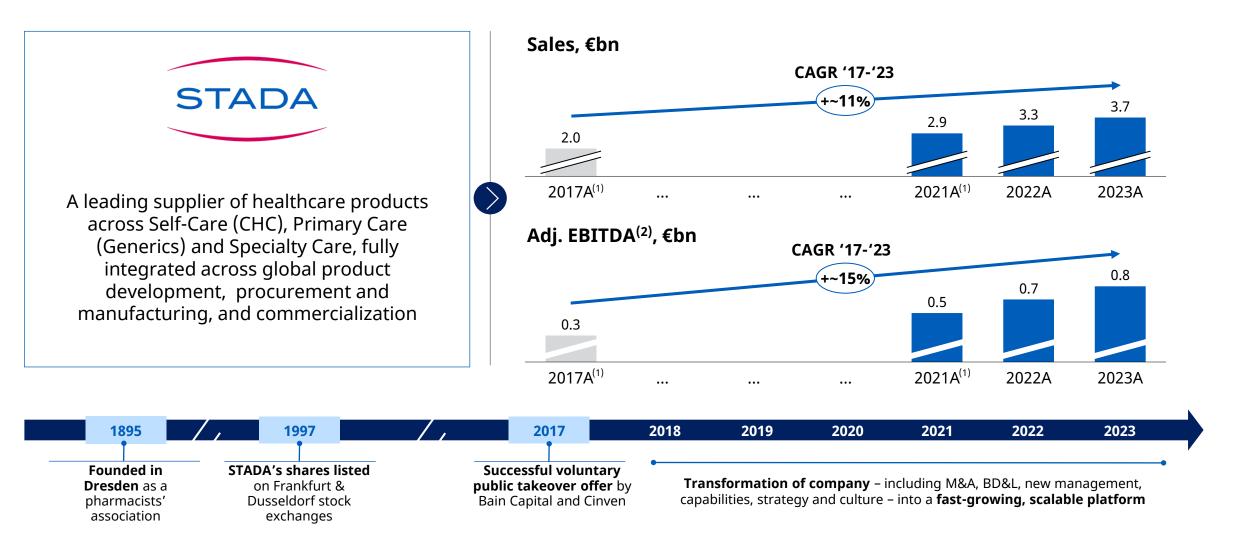


Source: Company information, IQVIA

Note: (1) Sourced from management planning system; (2) EBITDA is adjusted for special items; special items, restructuring expenses and other items of non-recurring nature which Management excludes in order to improve the comparability of the KPIs across years; (3) Previous year; (4) Consumer Healthcare. CHC ranking based on internal analysis by STADA using data from the following source: IQVIA CH Customized Insights based on CORP data attribute and CHC classes 1–19, 97, sales value in LC€/PUB, calendar year 2023, reflecting estimates of real-world activity in 26 countries in Europe (excludes Russia and Sweden). Copyright IQVIA. All rights reserved; (5) Generics. Gx ranking based on internal analysis by STADA using data from the following source: IQVIA MIDAS® MAT/12/2023: sales values, reflecting estimates of real-world activity. Copyright IQVIA. All rights reserved; (6) Based on 2023A YoY growth across largest 10 Consumer Healthcare companies worldwide; (7) Apo-Go®, Kinpeygo®, Lecigon®, Corpos®

STADA's history: With roots in the pharmacy channel and over 125 years of heritage, significant transformation since 2017 to a leader in healthcare



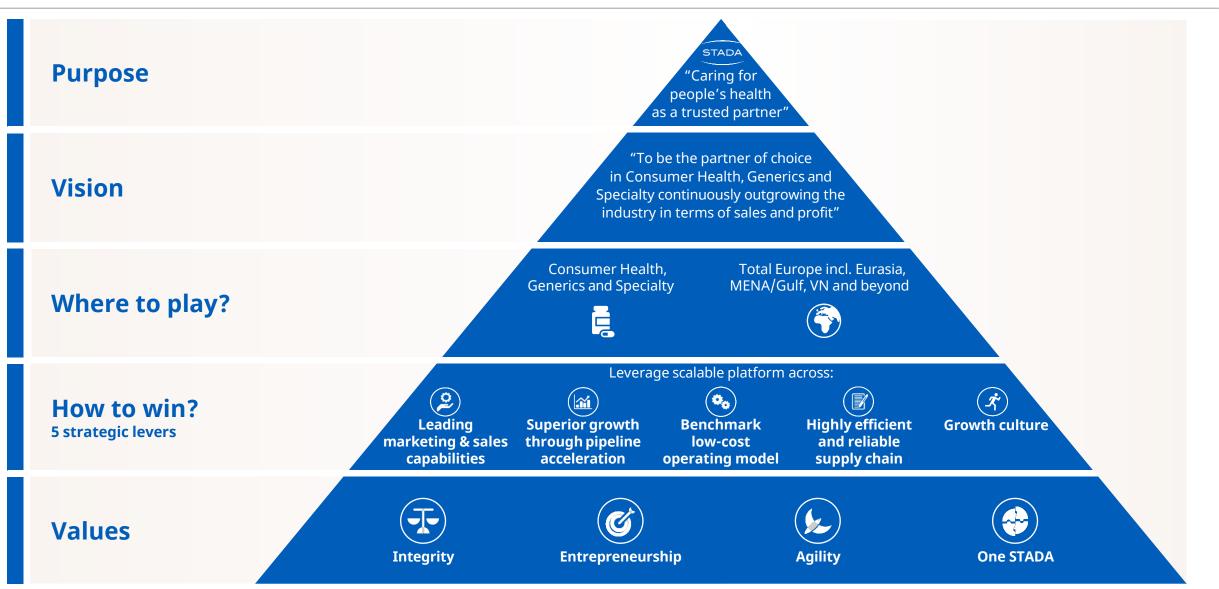


Source: Company information; IQVIA.

Note: (1) Financial data for the year ended December 31, 2017, 2021 is preliminary and unaudited and has not been reviewed by our auditors; (2) EBITDA is adjusted for special items; special items include legal expenses, restructuring expenses and other items of non-recurring nature which Management excludes in order to improve the comparability of the KPIs across years

At STADA, culture drives performance







Large, growing and resilient addressable markets

Track-record of outperforming relevant markets⁽¹⁾ with leading positioning



2

4

Competitive choice of segments and segment strategies

Investment Highlights **Strategic levers** of sustainable **market outperformance in top- and bottom-line**

- A **2** Leading **Marketing & Sales** capabilities
- B 🐼 Superior growth through **pipeline** acceleration PD⁽²⁾, BD&L, M&A
- Benchmark **low-cost operating model**
- D B Highly efficient and reliable **supply chain**
- E Growth Culture people, mindset and sustainability

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Margin expansion and strong cash generation

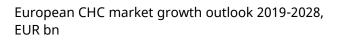
Note: (1) EU CHC, Gx and Sx; (2) Product Development

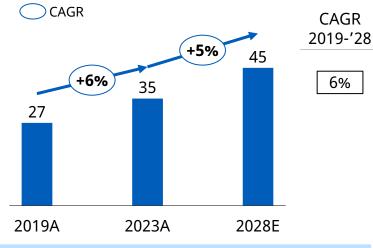
STADA's addressable markets in Consumer Healthcare, Generics and Specialty are attractive, large and growing on average ${\sim}7\%^{(1)}$

2019A



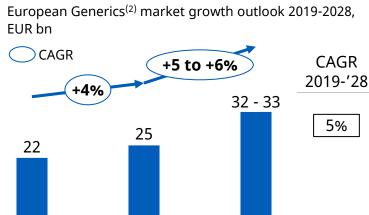
CHC Market





Market Growth Drivers

- Ageing population
- Increasing market penetration across younger age cohorts
- Increasing shift to self care and prevention
- Low price elasticity



2028E

2023A

Market Growth Drivers

Regulatory tailwind

2025+ looming patent cliffs

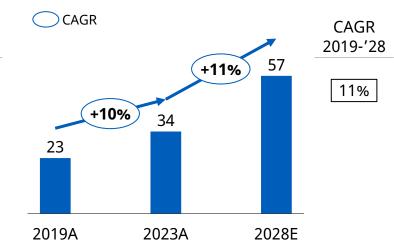
Increased value of upcoming LoEs⁽⁴⁾

Ageing population

Generics Market

Specialty Market

European Specialty⁽³⁾ market growth outlook 2019-2028, EUR bn



Market Growth Drivers

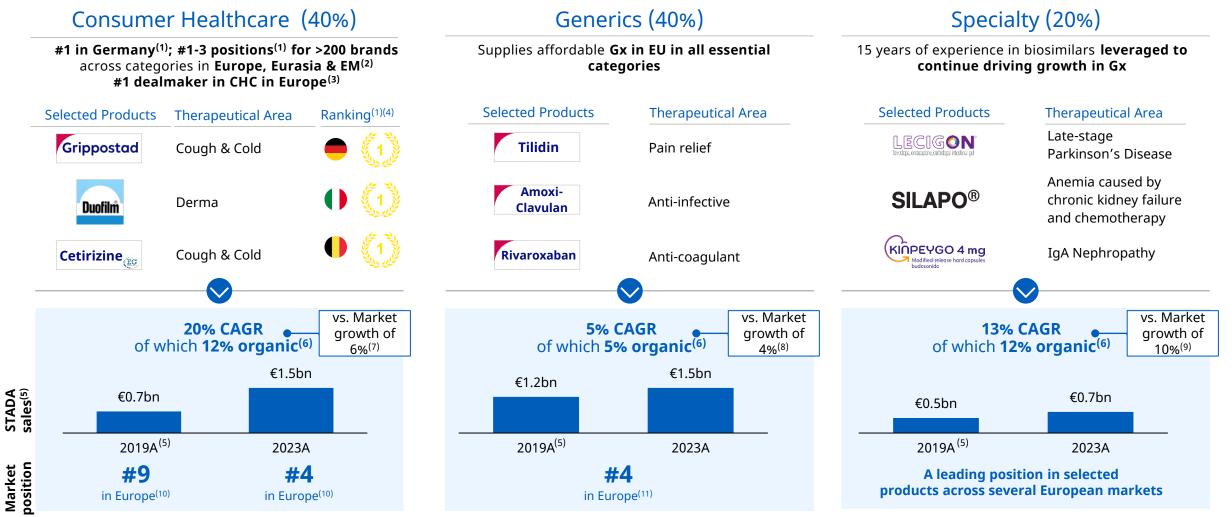
- Growing prescription drug spending on chronic diseases
- Increasing market penetration across the world
- Large value of upcoming LoEs of Biologic and Specialty-Generic medicines⁽⁵⁾

Combined market growing ~+7% (CAGR '19-28⁽¹⁾)

Sources: Historical market data for the CHC market based on IQVIA OTCIMS and Euromonitor; for the Gx market based on IQVIA, and for the Sx market based on IQVIA and Evaluate Pharma. 2028 market estimates are based on the Company's analysis Note: (1) Combined market calculated as Jupiter sales weighted TAM; (2) Includes International Non-proprietary Name only; (3) Includes biosimilars, specialty generics, and branded generics; (4) Refers to value of Generics LoEs in terms of originator gross sales the year prior to loss of exclusivity based on IQVIA data; (5) Refers to value of Biologic and Specialty-Generic LoEs in terms of originator gross sales the year prior to loss of exclusivity based on IQVIA data

STADA has a track-record of outgrowing its relevant markets





Sources: Financials as disclosed by company; Historical market data for the CHC market based on IQVIA OTCIMS and Euromonitor; for the Gx market based on IQVIA, and for the Sx market based on IQVIA and Evaluate Pharma Note: (1) Based on IQVIA data for market position of brands including Sanofi Evolve Commercialization Alliance Agreement with >€0.5m sales across Europa, Eurasia, and Emerging Markets in FY23; (2) Emerging Markets. Including Australia, New Zealand, China, UAE, Iraq, Kuwait, Oman, Qatar, Yemen, China, Hong Kong, Taiwan, Philippines, Vietnam, Bahrain, Jordan, Lebanon, Saudi Arabia, Thailand and others; (3) In terms of number of M&A deals, 2018-23; (4) In respective disease category; (5) Financial data for the year ended December 31, 2019 is preliminary and unaudited and has not been reviewed by our auditors; (6) The performance of the entities/brands in the initial 12 months post-acquisition is deemed inorganic, serving as a benchmark for their future performance after passing the 12-month mark. For subsequent periods, only the portion exceeding the baseline is regarded as organic. Organic calculations are adjusted for divestments. Respective financial data is taken from the Company's internal management reporting system or accounting records, preliminary and unaudited and has not been reviewed by our auditors; (7) Based on IQVIA OTCIMS and Euromonitor; (8) Based on IQVIA, (9) Based on IQVIA and Evaluate Pharma; (10) CHC ranking based on internal analysis by STADA using data from the following source: IQVIA CH Customized Insights based on CORP data attribute and CHC classes 1–19, 97, sales value in LC€/PUB, calendar year 2023, reflecting estimates of real-world activity. Copyright IQVIA. All rights reserved; (11) Gx ranking based on internal analysis by STADA using data from the following source: **8** IQVIA MIDAS® MAT/12/2023: sales values, reflecting estimates of real-world activity. Copyright IQVIA. All rights reserved

STADA has distinct strategies for Consumer Health, Generics and Specialty to outperform in each market segment



Strategy by Segment



- Driving portfolio of Local Hero brands across OTC categories and STADA geographies
- Playbook of brand-activation, brand strengthening, and brand-stretching fueled by **innovation** (line extensions)
- Tailor-made Go-to-Market model with strong **pharmacy-channel** capabilities, supplemented by e-commerce and digital competencies

Examples:



Silomat



- **Deliberate geographic footprint** (e.g. no USA) with highly localized country**specific GTM** approaches based on deep understanding of each market
- Speed to market ("First-in") and cost leadership ("Last-out")
- Strong regulatory competence and pipeline with LoE⁽¹⁾ coverage ~85%⁽²⁾: securing all economically viable launches





- Build and grow portfolio with **complex**, high growth & margin Sx products
- Innovative Sx in niche / orphan space with mid-range peak sales (€50-250m)
- RoI-based selective Biosimilars portfolio and pipeline
- Be partner of choice for Sx in-licensing



Source: Company information, Sources: STADA; IQVIA; Evaluate Pharma; Expert interviews.

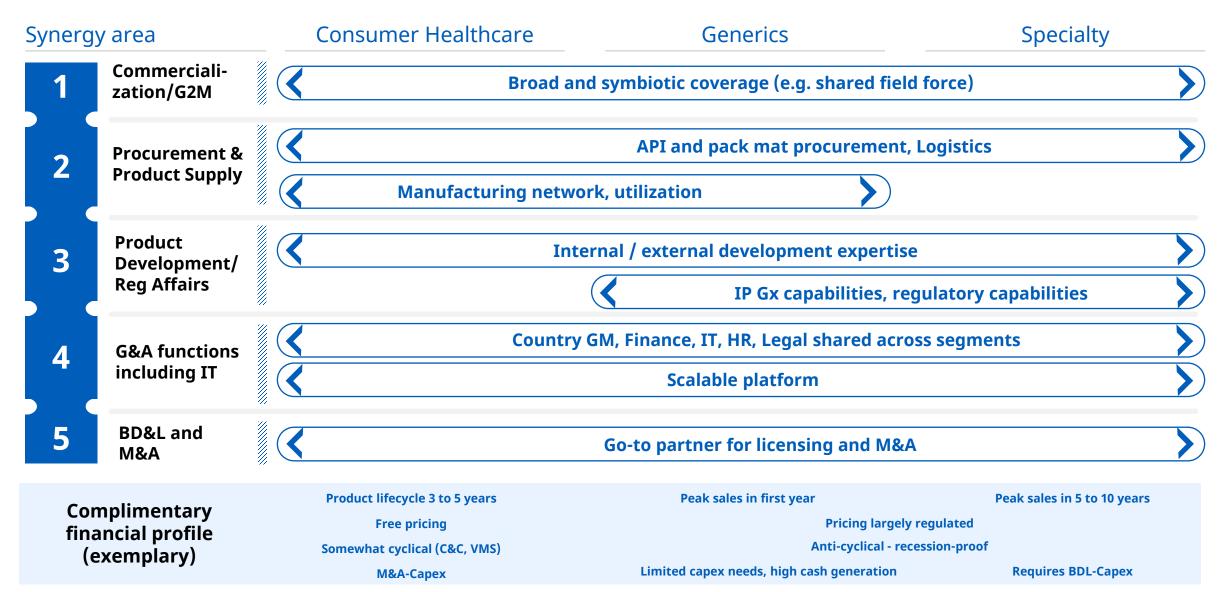
Note: (1) Loss of exclusivity for a branded drug is the date when the patent expires and a generic competitor may enter the market; (2) European top 5 markets; HIV and respiratory LoEs not in scope as they are only considered opportunistically; LoE coverage based on gross sales of LoE molecule in LoE year; all molecules with STADA sales in IQVIA or concrete launch plans for 2023/2024 (e.g., Levosimendan, Dabigatran Etexilate) counted as covered

STADA's Segments

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STADA's segments are highly complimentary with symbiotic effects along the valuechain – with complimentary financial profile





STADA has strong commercial infrastructure across all of Europe and several Emerging Markets – and a global reach in terms of BD&L and procurement



Full commercial coverage of Europe and emerging presence in selected high-growth markets



Global resources and capabilities

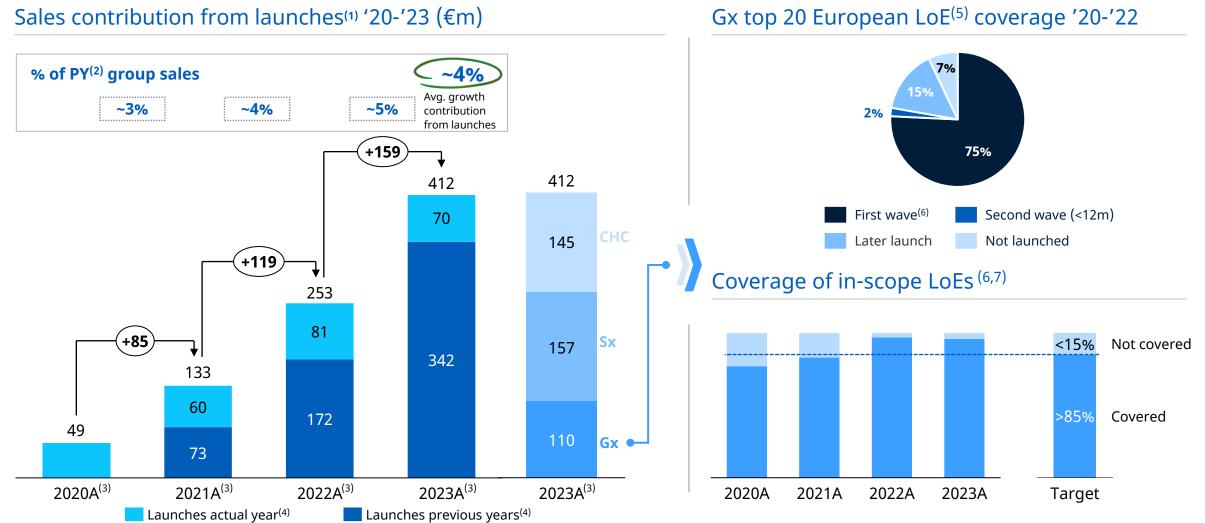
	44	Countries with local commercial teams that have industry-leading capabilities across Pharmacy, Physician, and Tender Go-to-market models
	Global presence	Sales via distributors in >110 countries, global BD&L, Portfolio & Procurement presence
22	~3.2k	FTEs in STADA Commercial Functions ⁽²⁾
၀ို၀ ၀ို၀	~2.2k	FTEs in STADA Sales Force ⁽²⁾
Smoult	320	In-country customer-facing Specialty FTEs ⁽²⁾
	Lean HQ	Only 6% of FTEs in German HQ ⁽²⁾
	~21%	Marketing & Sales spend of total sales in 2023A

Source: Company information.

Note: (1) Global export and trade markets refers to countries where STADA actively manages distributors; (2) As of Oct-23

STADA has a track record of successful product introductions with 4% average annual sales growth coming from new launches





Sources: STADA; IQVIA; Evaluate Pharma; Expert interviews

Note: LoE dates based on the first SPC expiry in any European market, some national LoEs might occur earlier / later; All LoE values as originator gross sales, LoEs on country level. (1) Launches defined as new SKU for a country, including launching existing products in a new country (for example, bringing an existing product to a new country under a different brand); (2) Previous year; (3) Financial data is taken from the Company's internal management reporting system or accounting records, preliminary and unaudited and has not been reviewed by our auditors; (4) Excluding Bortezomib; (5) Top 20 European LoEs in terms of market value and with one of the top 4 European Gx players present; (6) Loss of exclusivity for a branded drug is the date when the patent expires and a generic competitor may enter the market; (7) European top 5 markets; HIV and respiratory LoEs not in scope as they are only considered opportunistically; LoE coverage based on gross sales of LoE molecule in LoE year; all molecules with STADA sales in IQVIA or concrete launch plans for 2023/2024 (e.g., Levosimendan, Dabigatran Etexilate) counted as covered

Strategic Levers B | Pipeline Acceleration - PD

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STADA has strong in-house product development capabilities across Generics and CHC and a very broad project pipeline (>270 projects)



Product Development Geographical Footprint and Set up Unique product development platform Site Country **Product Development Capabilities** 657 R&D team members⁽¹⁾⁽²⁾ Derma, Home & Hygiene, OTC Huddersfield Liquid and Semi-Solids Food Supplements Preston Product Development 127 FTEs⁽²⁾ Reading Parkinson's Tulln Consumer Healthcare Targeted ()>85% LoE⁽³⁾ coverage Generics: Small Molecules, H2M & VAM, SDF • Consumer Healthcare: SDF, liquids and semi-solids incl. food Vrsac supplements Projects under >270 Food supplements development Trinec Probiotics • **Generics**: Local & regional markets **Tuy Hoa** Small Molecules Internal Product Ø 7 **Development centres** Consumer Healthcare **Bad Vilbel**

Internal Development Center

External Development Center

🔛 With production site collocated

Sources: Company information, IQVIA, Expert interviews, Evaluate Pharma

Note: (1) All employees in R&D functions, e.g. including portfolio management & RA; (2) As of Oct-23; (3) Loss of exclusivity for a branded drug is the date when the patent expires and a generic competitor may enter the market. Target LoE considers European top 5 markets, HIV and respiratory LoEs not in scope as they are only considered opportunistically, LoE coverage based on gross sales of LoE molecule in LoE year, all molecules with STADA sales in IQVIA or concrete launch plans for 2023/2024 (e.g., Levosimendan, Dabigatran 13 Etexilate) counted as covered

External development: Global network of co-development and in-licensing partners with an industry-leading number of BD&L deals each year

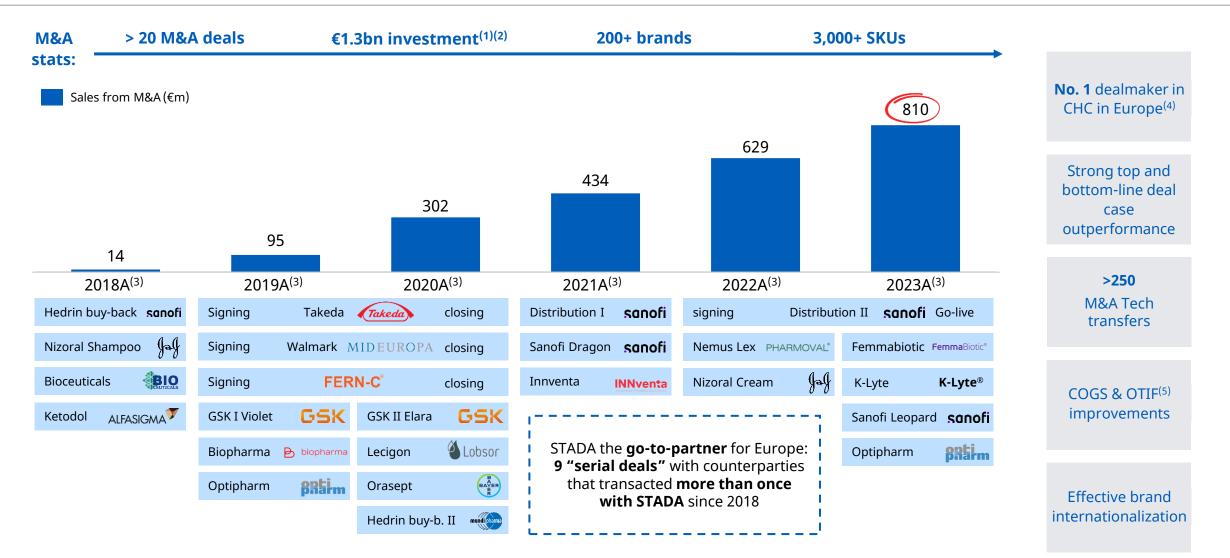




Source: Company information Note: (1) Business Development and Licensing

Strong track-record in M&A: From identification, deal-making and integration to accelerating performance of acquired assets and driving synergies





Source: Company information, Biomedtracker

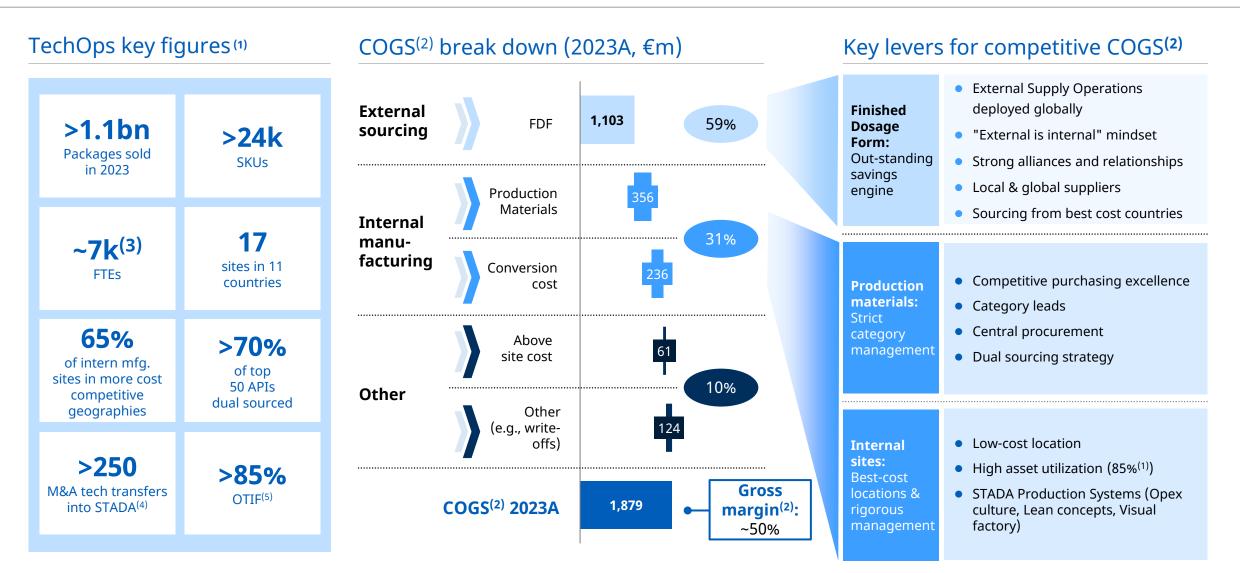
Note: Logos referring to counterparts or targets; years represent signing of agreement. (1) Includes Commercialization Alliance; (2) Rounded figure; includes for asset deals estimated working capital; for Takeda pro-rata adjusted EV for purchase price relating to Russian business carved-out from STADA group (adjustment based on Contribution Margin 2023A); (3) Financial data is taken from the Company's internal management reporting system or accounting records, preliminary and unaudited and has not been reviewed by our auditors; (4) Closed deals as of 12/2023, geography defined as either buy side or sell side HQ, yearly allocation by announcement date; based on Biomedtracker; (5) OTIF: On time, in full

Strategic Levers C | Low-Cost Operating Model

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TechOps is an integrated organization with a balanced internal and external network providing reliable, cost-competitive, and compliant supply across segments





Source: Company information

Note: (1) Figures referred to FY2023, unless stated otherwise; (2) Financial data is taken from the Company's internal management reporting system or accounting records, preliminary and unaudited and has not been reviewed by our auditors. Data is adjusted for special items and management adjustments; (3) As of Oct-23; (4) Based on number of transferred products; (5) OTIF: On time, in full

Strategic Levers D| Highly-Efficient and Reliable Supply

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STADA's TechOps enables low-cost and high supply reliability from both internal and external supply operations



STADA external suppliers are managed very tightly ("external is internal")



Proactive portfolio management with focus on supply harmonization

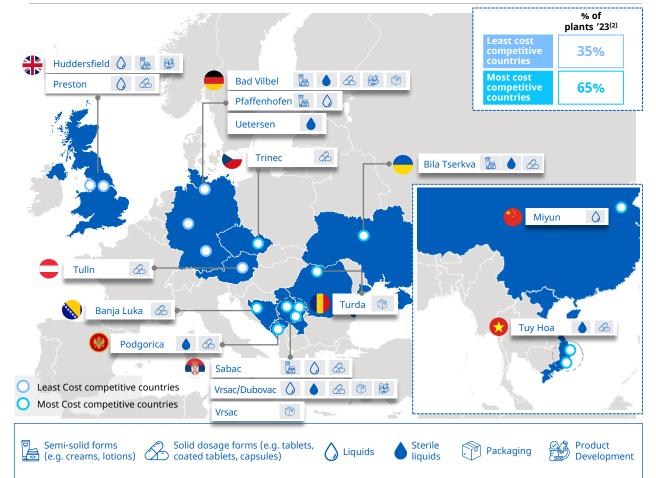
Full External Supply Operations integration across functions to embrace "external is internal" philosophy

Global KPI analytics for standardized reviews and performance evaluation

Consolidated TechOps spend, with 44% of external sourcing costs attributable to Strategic CMOs⁽¹⁾ in 2023A, an increase from 39% in 2021

Strong cost management for production material, with >70% of top 50 APIs dual-sourced

Efficient manufacturing footprint with majority of plants in very cost competitive countries



Source: Company information

Note: (1) Contract Manufacturing Organization(s). CMOs include M&A & Commercial Alliance partners, Strategic CMOs and Local CMOs; (2) Based on number of sites

Highly-skilled management team with a track record of successful execution



Name & Position	Prio	or experience		Se	ctor expertis	е
				СНС	Gx	Sx
Peter Goldschmidt Chief Executive Officer	SANDOZ 👌	NOVARTIS	SCHOTT ⁽¹⁾ PHARMA	\checkmark	\checkmark	\checkmark
Boris Döbler Chief Financial Officer	teva	P&G		\checkmark	\checkmark	\checkmark
Simone Berger Chief People Officer	Good	baby		\checkmark	\checkmark	\checkmark
Miguel Pagan Chief Technical Officer	SANDOZ	U NOVARTIS	🔁 MSD	\checkmark	\checkmark	\checkmark
Volker Sydow Global Consumer Healthcare	@ reckitt	müller (Henkel	\checkmark		
Stephan Eder Western Europe & Germany	SANDOZ	U NOVARTIS	McKinsey & Company	\checkmark	\checkmark	\checkmark
Bryan Kim Global Specialty	Boehringer Ingelheim	P fizer	SAMSUNG			\checkmark
Yann Brun Global Dev, Portfolio, Reg, BD&L	🔁 Abbott			\checkmark	\checkmark	\checkmark
Christos Gallis Eastern Europe	Jay SANI	DOZ		\checkmark	\checkmark	\checkmark
Stéphane Jacqmin Emerging Markets	SANOFI rec	Ritt DANONE	Unilever	\checkmark	\checkmark	\checkmark

Source: Company information Note: (1) Current Chairman of the Supervisory Board

High commitment to invest in "the best team in the industry" to attract and develop talent internally and externally



Attract the best talent

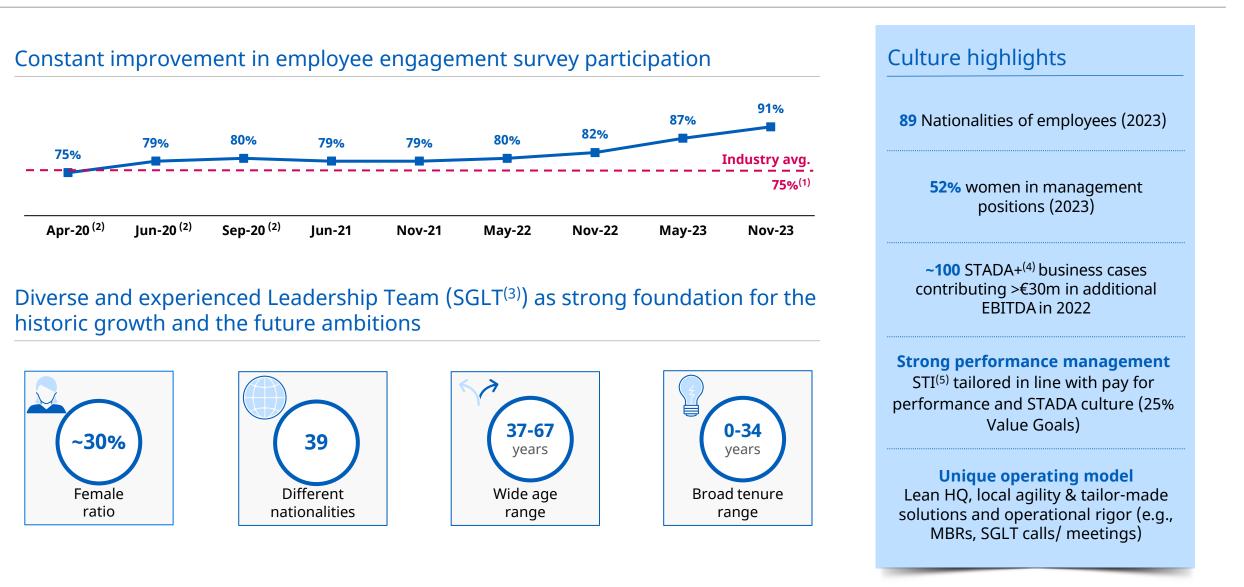
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Employer Branding	Differentiated employee growth proposition	Building pipeline of future leaders	Leadership development	de
52% InMail¹ acceptance rate vs. 34% peer benchmark	700+ CVs collected at STADA Expo	~3,000 applicants for flagship program	Bi-yearly leadership journeys with SGLT members	pro de

Grow the best team

Leadership development	High potential development (incl. program with IMD)	Regular mentoring incl. reverse mentoring
Bi-yearly leadership journeys with SGLT members	> 30% internal promotion rate across all development programs	> 150 participants in kick-off year

STADA's growth culture is the key differentiator and driver behind its performance

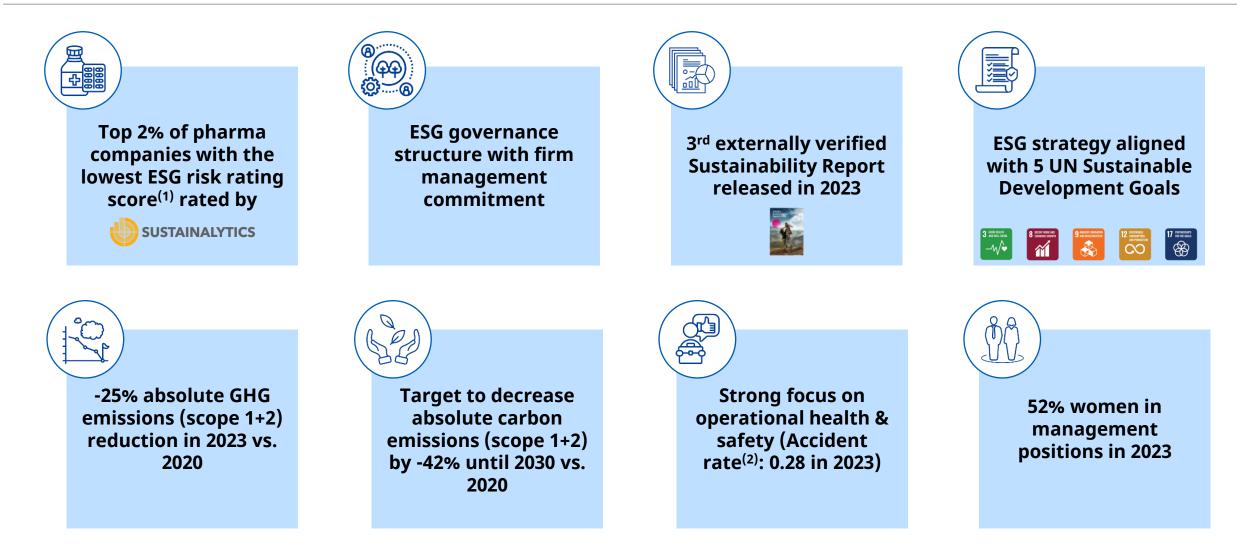




Source: Company information

A leader in Sustainability with well-developed strategy and ambitious goals



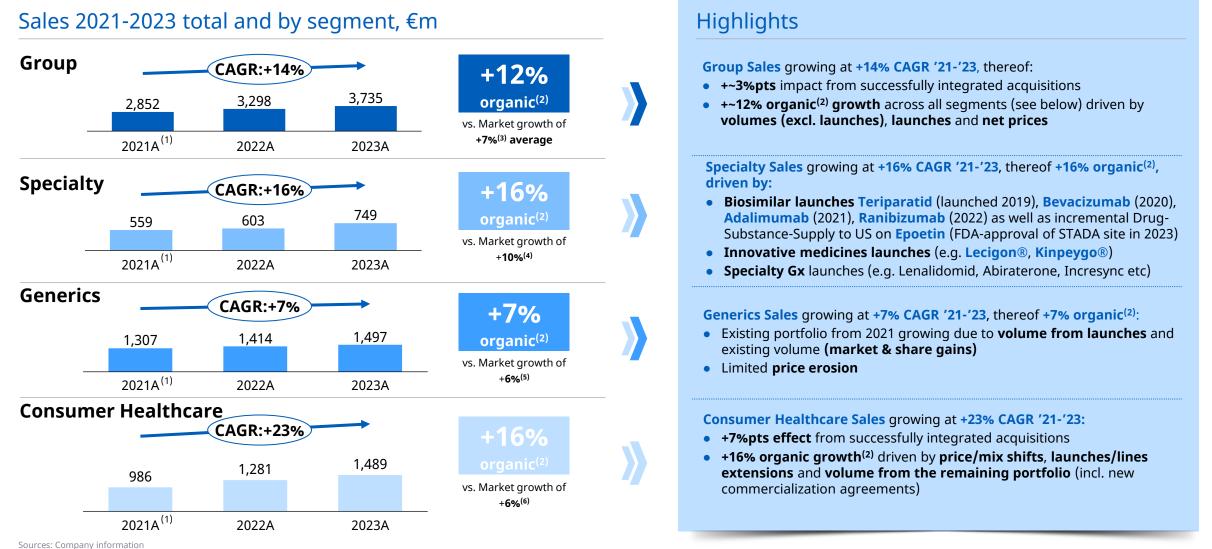


Sources: Stada Sustainability Report 2023 and Sustainalytics

Note: (1) No. 7/428 rated companies in the pharmaceuticals sub-industry based on 2023 Sustainalytics ESG risk rating as per December 5th, 2023; (2) All production locations; accident rate calculated for every 200,000 working hours for accidents ≥1 lost day;

STADA has outgrown its markets in topline

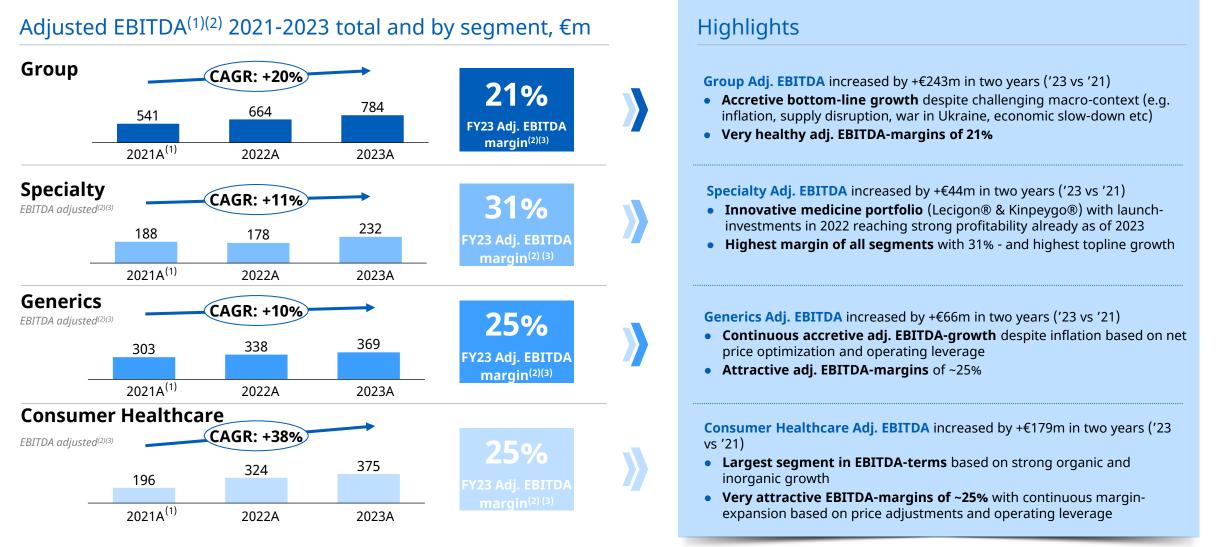




Note: (1) Financial data for the year ended December 31, 2021 is preliminary and unaudited and has not been reviewed by our auditors; (2) The performance of the entities/brands in the initial 12 months post-acquisition is deemed inorganic, serving as a benchmark for their future performance after passing the 12-month mark. For subsequent periods, only the portion exceeding the baseline is regarded as organic. Organic calculations are adjusted for divestments. Respective financial data is taken from the Company's internal management reporting system or accounting records, preliminary and unaudited and has not been reviewed by our auditors; (3) Combined market calculated as Jupiter sales weighted TAM; (4) Based on IQVIA and Evaluate Pharma; (5) Based on IQVIA; (6) Based on IQVIA OTCIMS and Euromonitor

EBITDA-growth has been accretive to the strong topline-growth with a healthy 21% adjusted EBITDA-margin





Sources: Company information

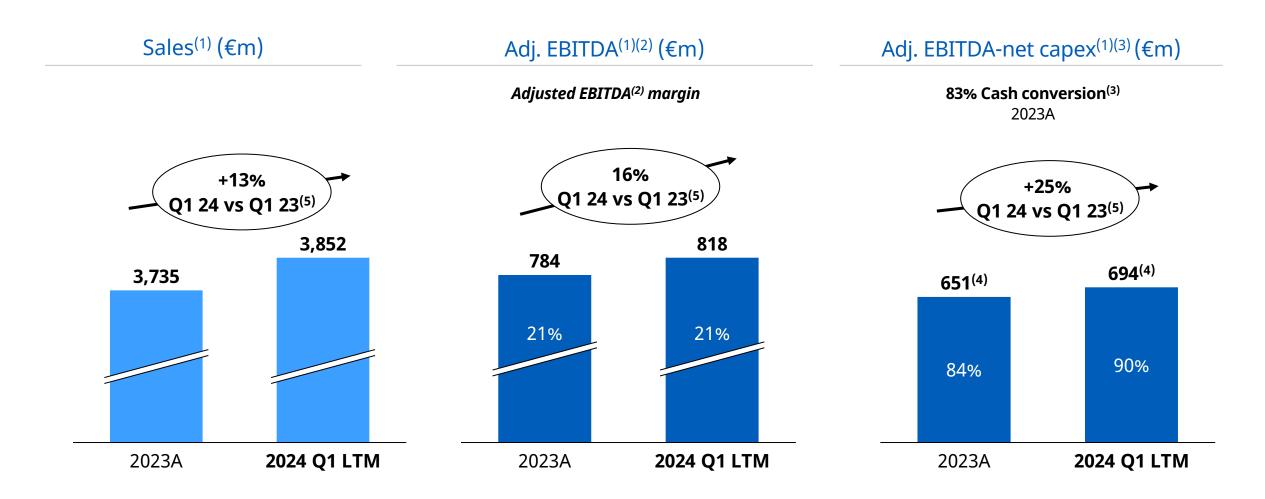
Note: (1) Financial data for the year ended December 31, 2021 is preliminary and unaudited and has not been reviewed by our auditors; (2) EBITDA adjusted for special items; special items are effects that influence the presentation of the results of operations and the resulting key figures in terms of their comparability. (3) Segment-EBITDA adjusted excludes certain Holding costs / costs not assigned to segments.

Financial Performance | LTM Q1'24

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Latest trading in Q1 2024 shows continuation of the strong Sales- and EBITDA-growth with a solid cash conversion





Source: Company information

Notes: (1) Financial data for 2023 Q1 and 2024 Q1 is preliminary and unaudited. Financial information for 2024 is preliminary and unaudited and has not been reviewed by company auditors; (2) Adjusted EBITDA represents the reported EBITDA adjusted for special items. Special items include legal expenses, restructuring expenses and other items of non-recurring nature which Management excludes in order to improve the comparability of the KPIs across years; (3) Cash conversion calculated as (adjusted EBITDA – Net capex (including disposals of fixed assets and excluding BD&L / milestone payments, M&A acquisitions, business combinations, and disposals of consolidated companies and M&A assets)) / adjusted EBITDA; (4) Calculated as adjusted EBITDA – Net capex (including disposals of fixed assets and excluding BD&L / milestone payments, M&A acquisitions, business combinations, and disposals of consolidated companies and M&A assets)); (5) Growth rates shown compare Q1 24 vs. Q1 23

Building the foundation for long-term profitable and sustainable growth

