

# THE SMART **PHARMA COMPANY**





The history of Polifarma began **100 years** ago, in 1919, in Rome, Italy. In 100 years, the company has seen the scenario change profoundly, society and therefore the market change, new companies and products arriving.

Year after year, Polifarma has made the most of its experience, has put the work done to good use and has been able to intercept the needs of its interlocutors. The company was able to design winning strategies, which allowed it to overcome difficult moments, giving it the authority that identify it today.

The **quality** of scientific information conveyed to HCP's, combined with innovation and a strong spirit of sharing experiences, are today the strengths of Polifarma: a company that is **esteemed and recognized** by all the players in the sector.

In 2019, the year of the company's centenary celebrations, all of us who work here have felt part of an organization that, above all, has invested in **people**, in their **responsibility**, in their **commitment** and in their desire to be there; the same core values on which the company was founded. Because even in a fast and fragmented world, made up of micro-moments and a huge number of diversified realities, these values never change.

We have been passing on the future for over 100 years.





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100 years.

# INDEX

|                   |    |
|-------------------|----|
| MANIFEST          | 08 |
| HISTORY           | 10 |
| ORGANIZATION      | 14 |
| PEOPLE            | 20 |
| DIGITAL ECOSYSTEM | 22 |
| R&D               | 24 |
| REVENUE           | 26 |





# MANIFEST

Our reputation is based on ethical values that have allowed us to be solidly present in the Italian pharmaceutical market for over 100 years. We operate in an inclusive way, recognizing the merit of those who work for us and guaranteeing advanced medical solutions. People's health is the guiding light in our daily commitment.

## ◆ EXCELLENCE

Our solidity has allowed us to look to the future, managing complexities in the best possible way and using them to continuously improve. Change has never found us disorganized.

## ◆ PEOPLE

We invest in training of our employees, we count on their responsibility, we reward their commitment and their proactivity, also involving them on strategic issues.

## ◆ INNOVATION

We anticipate the scenarios of the pharmaceutical industry. Digital transformation is our "mindset". We were among the first companies in the pharmaceutical sector to believe in the digitization process.

# HISTORY

years  
**1919-1990**

Born as a small local company in 1919 with the name of **Zodiac**, we have grown by focusing on the quality and excellence of our products and human capital. Between 1940 and 1950 we took the name **Polifarma**, essential years for the company structure, also in terms of production and turnover. Between 1980 and 1990 we started important collaborations with some multinational pharmaceutical companies for the management, launch and purchase of new molecules.

years  
**1999**

The change of pace comes with our acquisition by the **Final Group**, a financial company founded by Ms. Luisa Angelini who gave a boost to the company organization, starting an important development in our turnover.

years  
**2000-2010**

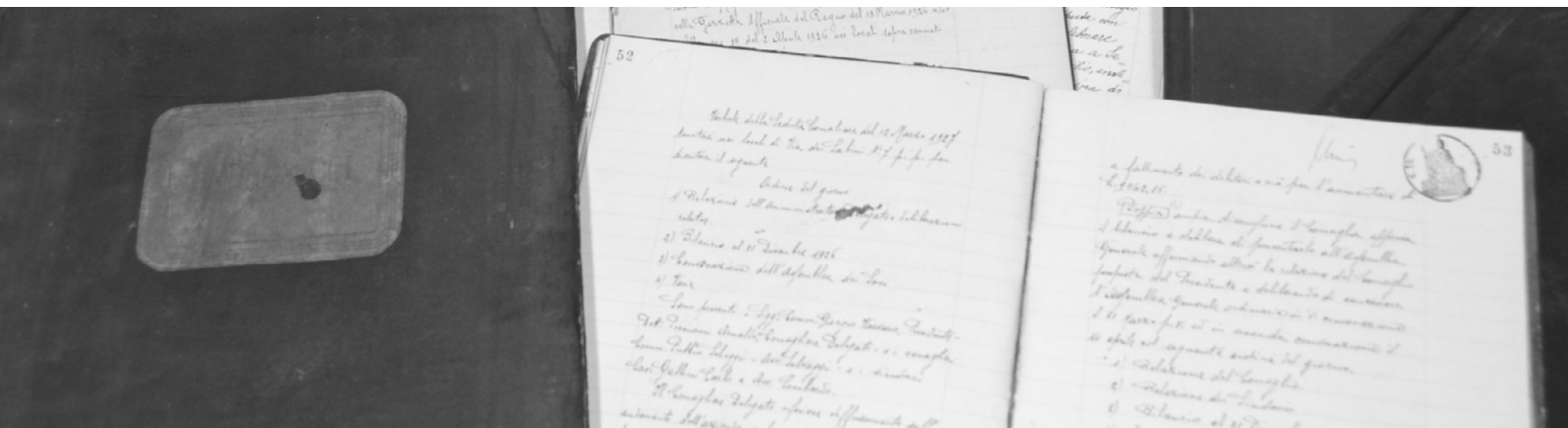
2008 was a break for our company history. Due to patent expirations and the loss of licensed products in the cardiovascular area, we experienced a moment of crisis and lost more than 40% of our turnover. At this point we have felt responded and ready to start a “**change management**” process that involved human resources, organization and business model, to which was added a strong investment in digital and IT.

years  
**2010-2021**

From 2014 to today, our turnover has grown steadily. Another success factor was the purpose to create a **digital ecosystem** integrated with business functions and processes. We were among the first companies in the pharmaceutical sector to believe and invest in the **digitization process**.



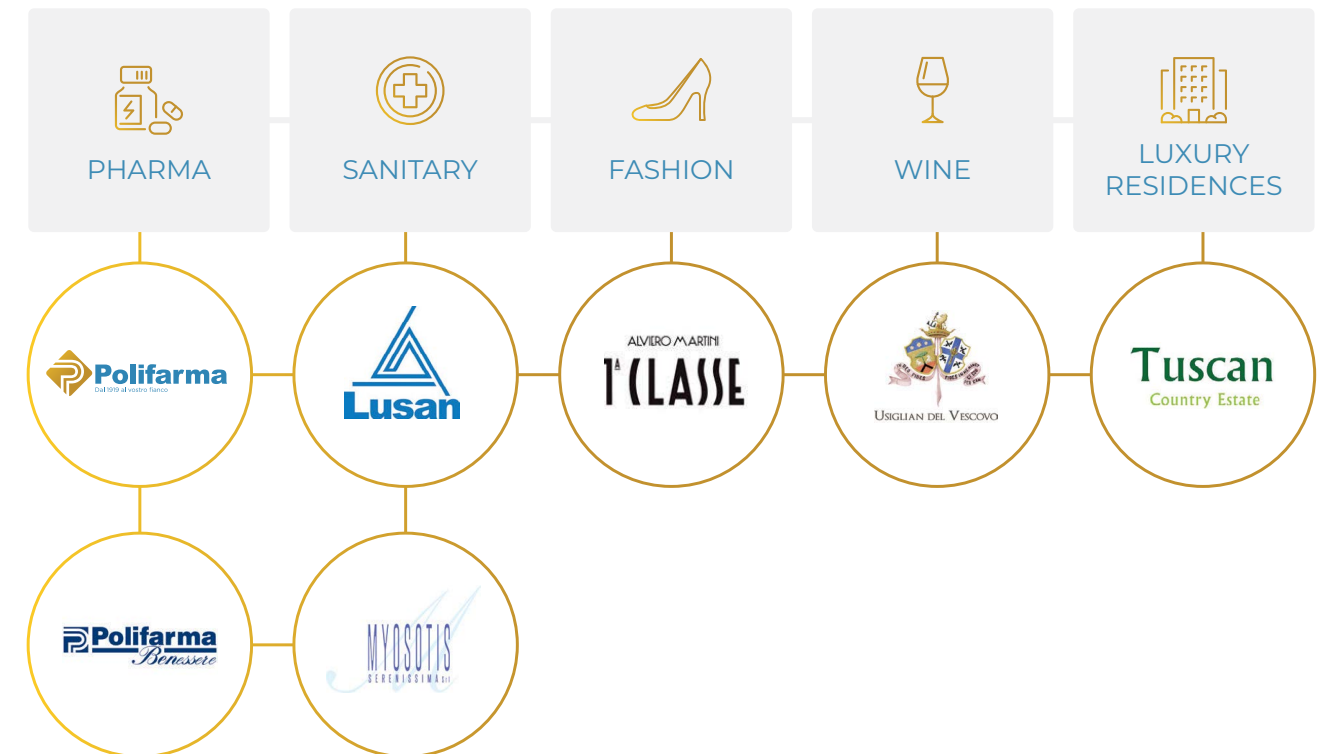
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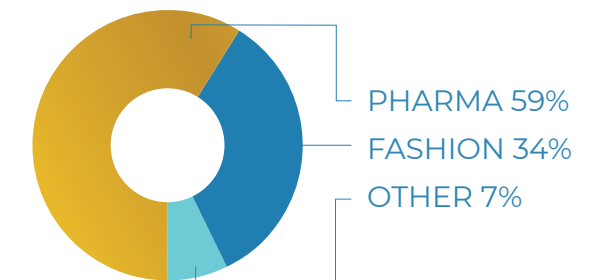


## The Holding Final

Since 1999 Polifarma has been part of the holding Final, a financial group headed by Ms. Luisa Angelini who is well-known and respected in the Italian pharmaceutical scene and who currently holds the position of President. The Group, active in various product sectors such as fashion, wine and luxury residences, is characterized by a strong positioning in the pharmaceutical sector.



## Holding Final: turnover breakdown



# ORGANIZATION

## A modern, flexible and competent organization

Our company structure is divided into 4 Business Units: Primary Care, Ophtha, Hospital, Export. Primary Care is the largest Business Unit of Polifarma, both in terms of turnover and people. Initially recognized as an excellence in the Cardiology area, it subsequently successfully extended its portfolio also in the Gastroenterology, Central Nervous System and Infectious Diseases areas.

### EMPLOYEES

|  |                            |    |
|--|----------------------------|----|
|    | OFFICE TEAM                | 41 |
|  | SCIENTIFIC REPRESENTATIVES | 95 |

### BUSINESS UNITS

PRIMARY CARE



OPHTHA



HOSPITAL



EXPORT



Scan QR Code





The Ophtha Business Unit, born only 5 years ago, is today a solid reality and a point of reference for Italian Ophthalmologists thanks to a large portfolio dedicated to retinal diseases and projects to support the innovation of the role of specialists. The latest addition in Polifarma is the Hospital Business Unit, which in just 2 years is constantly growing in terms of turnover and number of hospitals involved. Export Business Unit supports Polifarma, already present in various continents, in the challenge of increasing its presence in the world.

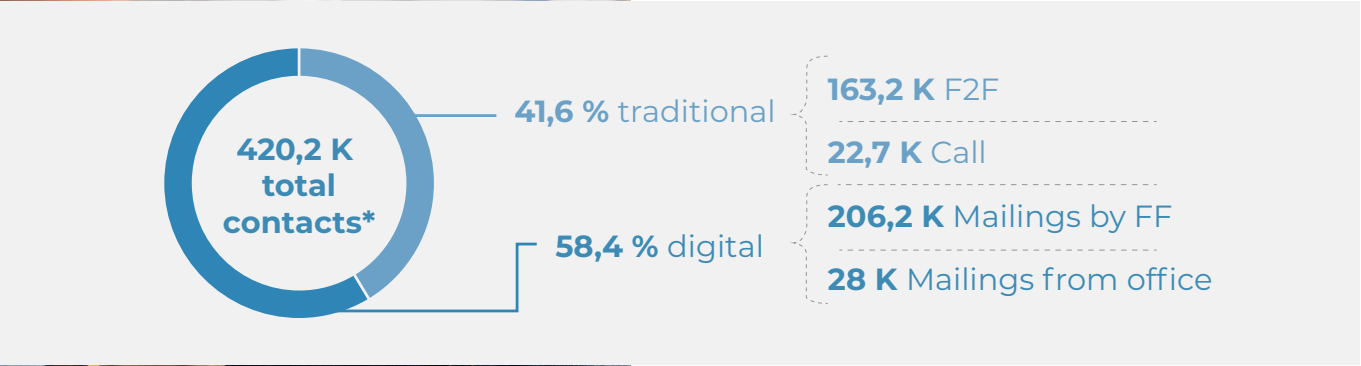
Scientific representatives contribute to spreading quality, experience and competence to the Italian HCP's. In 2005, their activity obtained the first Quality Certification, a recognition that highlights the commitment to fairness and control of business processes. Our business agility makes all decision-making processes direct, quick and shared, allowing us to be ready to better







## Numbers

Thanks to the complete integration of traditional and digital channels, Polifarma can effectively engage healthcare professionals, improving the ROI of communication actions thanks to an increasing knowledge of the customer and targeted data-driven actions.

| 75 K HCP in database  |   |  |   |
|---|---|--|---|
|  |  |  |  |
| 34,6 K<br>GPs   | 40,4 K<br>Specialists   | 5,5 K<br>Pharmacies  | 1,1 K<br>Hospitals  |



| PRIMARY CARE  |                                 |                 |  |
|---|---------------------------------|-----------------|--|
|    | <b>Total contacts</b>           | <b>251 K</b>    | Traditional contacts 107 K<br>Digital contacts 144 K |
|   | <b>Specialty</b>                | <b>Coverage</b> | <b>Total</b>   |
|   | GPs                             | 75%             | 34,6 K   |
|   | Psichiatria                     | 47%             | 4,2 K  |
|   | Otoralyngology                  | 91%             | 4 K  |
|   | Neurology                       | 61%             | 4,1 K  |
|   | Gastroenterology and Hepatology | 90%             | 3,3 K  |
|   | Cardiology                      | 37%             | 5,1 K  |
| OPHTHA  |                                 |                 |  |
|    | <b>Total contacts</b>           | <b>145 K</b>    | Traditional contacts 58 K<br>Digital contacts 87 K   |
|   | <b>Specialty</b>                | <b>Coverage</b> | <b>Total</b>   |
|   | Ophthalmologists                | 97%             | 7,4 K  |
| HOSPITAL  |                                 |                 |  |
|   | <b>Total contacts</b>           | <b>4,4 K</b>    | Traditional contacts 1,2 K<br>Digital contacts 3,2 K |
|   | <b>Specialty</b>                | <b>Coverage</b> | <b>Total</b>   |
|   | Private hospitals               | 44%             | 495  |
|   | State hospitals                 | 42%             | 540  |
|   |                                 |                 |  |
| POLIFARMA BENESSERE   |                                 |                 |  |
|  | <b>Total contacts</b>           | <b>19,8 K</b>   | Traditional contacts 19,8 K<br>Digital contacts --   |
|   | <b>Specialty</b>                | <b>Coverage</b> | <b>Total</b>   |
|   | Pharmacies                      | 28%             | 5,5 K  |
|   | Dental offices                  | --              | 5,8 K  |
|   |                                 |                 |  |

\*Data on 12 months of activity in 2021

## EXPORT

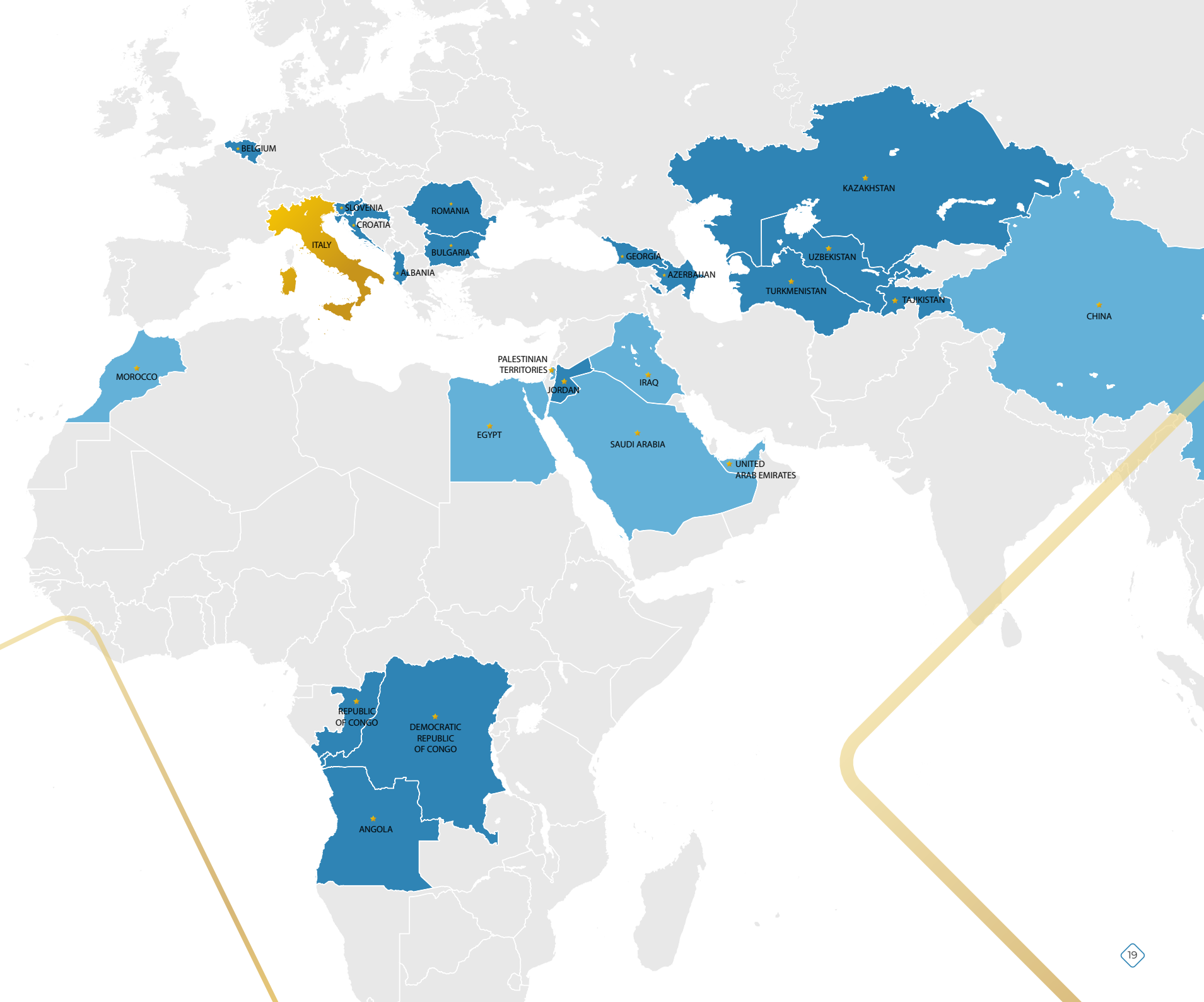
### POLIFARMA AROUND THE WORLD

#### ◆ WHERE WE ARE

- Azerbaijan
- Georgia
- Democratic Republic of Congo
- Uzbekistan
- Albania
- Belgium
- Bulgaria
- Croatia
- Jordan
- Kazakhstan
- Republic of Congo
- Slovenia
- Tajikistan
- Turkmenistan
- Angola
- Romania

#### ◆ WHERE WE WILL BE

- Saudi Arabia
- Egypt
- Iraq
- Palestinian territories
- United Arab Emirates
- Morocco
- China





# PEOPLE

## Everyone is important, but we win as a team

We have invested in people, in their training, in their responsibility, in their commitment to be part of our organization. People are the first value of our company philosophy because at Polifarma everyone can really make the difference.



## Innovation is an integral part of our corporate culture

The digital innovation process involved all Polifarma employees engagingly and dynamically. Making people protagonists of change has simplified the digitization process, given trust and eliminated any resistance.

Thanks to this process, we were also able to accommodate customer needs and respond quickly and directly.

Digital has allowed us to optimize work by creating synergy between the headquarters and the field force, to increase contacts with healthcare professionals in terms of quantity and quality.



### Number of employees 136

|       |    |     |
|-------|----|-----|
| Men   | 69 | 51% |
| Women | 67 | 49% |



### Age

|          |    |     |
|----------|----|-----|
| Over 60  | 18 | 13% |
| 50 e 59  | 40 | 29% |
| 40 e 49  | 22 | 16% |
| 30 e 39  | 50 | 37% |
| Under 30 | 6  | 5%  |



### Seniority

|                     |    |     |
|---------------------|----|-----|
| Over 20 years       | 42 | 31% |
| From 15 to 20 years | 16 | 12% |
| From 10 to 15 years | 4  | 3%  |
| From 5 to 10 years  | 12 | 9%  |
| From 1 to 5 years   | 46 | 33% |
| Less than 1 year    | 16 | 12% |

# DIGITAL ECOSYSTEM



## We immediately believed in the Digital Transformation process

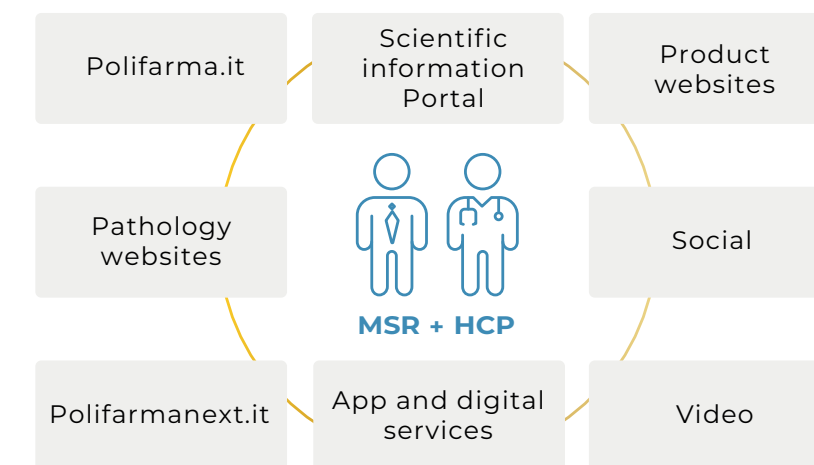
The key strategy for our business development is digital. Thanks to digital innovation we have kept up with the future of health over time.

The Digital Transformation did not catch us unprepared because we were among the first companies in the Italian pharmaceutical market to believe and invest in this process. In doing so, we have generated services and new communication models that have allowed us to be closer and more supportive to HCP's.

Thanks to our digital ecosystem we can share quality and efficiency of communication activities with our customers.

Thanks to our internal skills we can guarantee our customers the choice of the most similar channel, the selection of the information to be received and the hyper-personalized training in a short time. The continuous feedbacks are preparatory to the realization of a communication aimed at real needs.

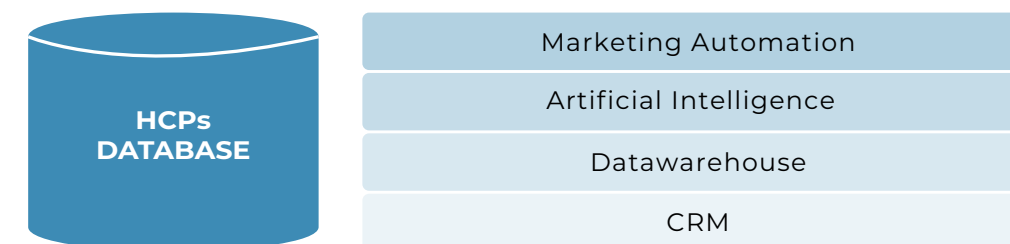
### CHANNELS



### EXPERTISES

- Engagement strategies
- SEO e SEA
- ADV Campaigns
- Segmentation and analytics
- Editorial plans
- Video Production
- Community Management
- Events & Webinars
- KPIs monitoring

### SYSTEMS





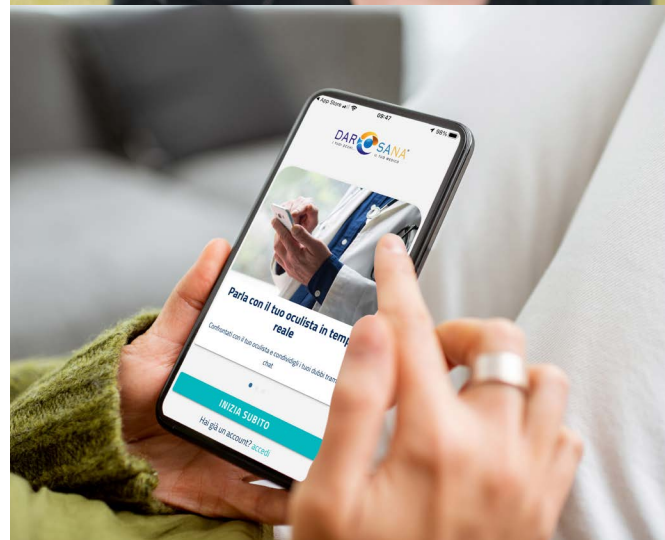
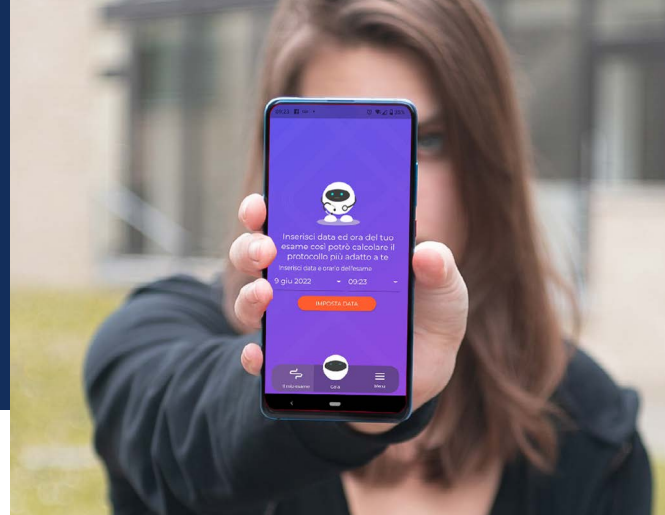


## The experience of the past, the science of the future

Every day we analyzed the present and keep our eyes on tomorrow.

Our employees have transformed change into opportunity by making digital a “mindset”, allowing us to accelerate the innovation process.

“**R&D**” division was created in 2022 to make new bio-digital solutions available to patients all over the world, to promote maximum benefit from drug therapy and validated digital solutions clinically and certified. The R&D division is supported by a Steering Committee composed by experts from different backgrounds (expert patients, doctors and specialists, pharmacists, bioinformaticians, engineers and others) and based on the principles of participatory design.



The natural response to this strong focus on applied digital to medicine science, therapies, programs to support the patient and the pharmacist was the creation of **Polifarmanext**, our technological hub created to help healthcare professionals and patients to discover, understand and manage digital in the world of health.

As a “**Smart Pharma Company**” we are open to the creation of partnerships, networks and digital ecosystems to be a point of reference of the innovation of chronic therapies with the help of combinations of drugs and digital medical devices. However, the focus is always on the person to make the digital more “human”: accessible, sustainable and at the service of the individual.



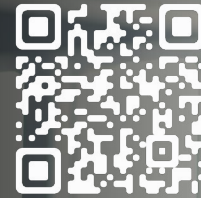
# REVENUE

## A no stop growing Smart Pharma Company

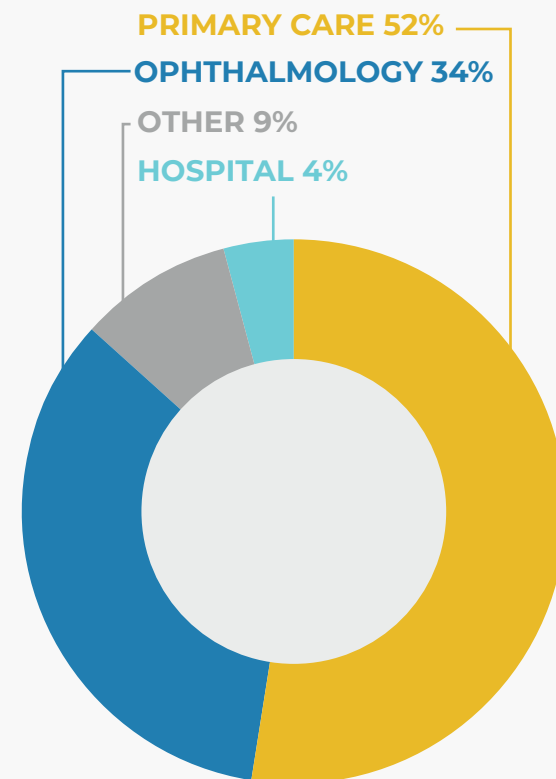
Over the years, Polifarma has constant grown in turnover, compared to the pharmaceutical market that has been almost stable and compared to the period of pandemic crisis, that the company has faced thank to the digital maturity guaranteeing operational continuity.

The key factors for company growth are:

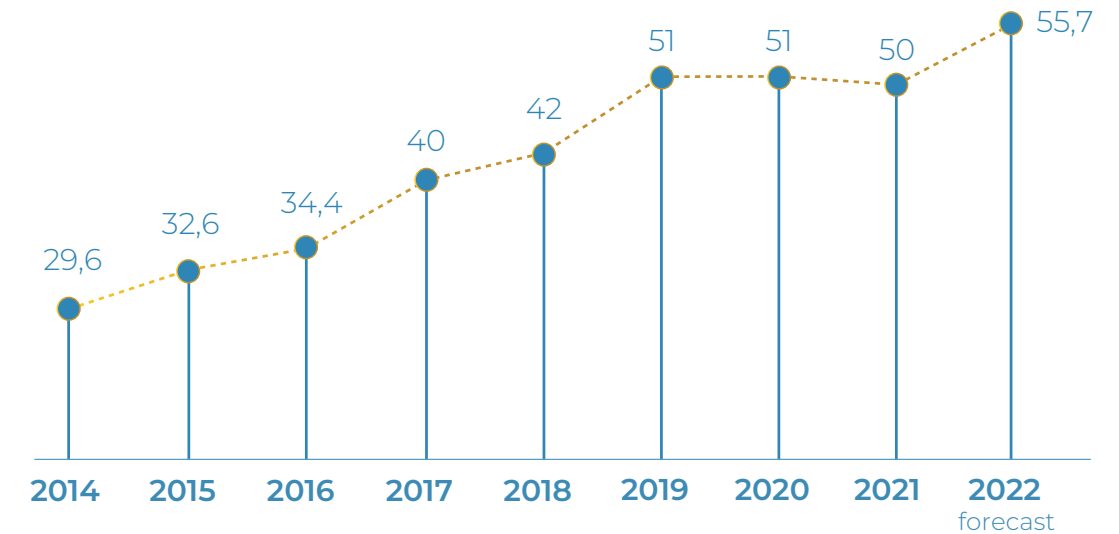
- Expansion of partnerships with third-party companies for the management, launch and purchase of new projects
- Variety of products
- Strong boost to investments for each launched project.



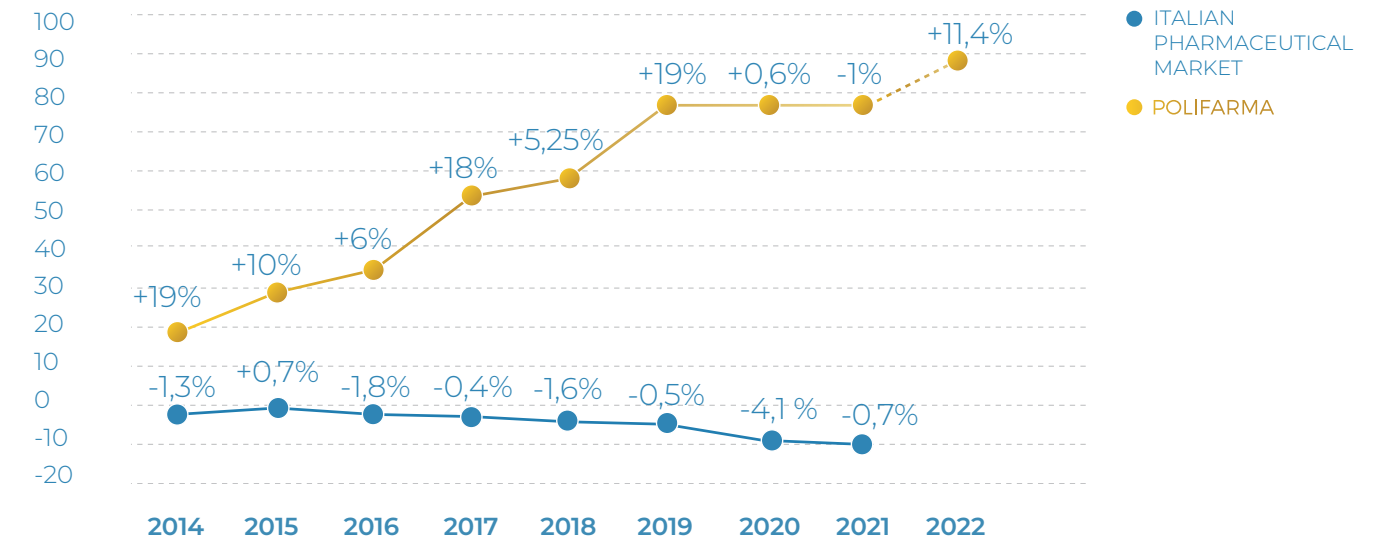
TURNOVER BREAKDOWN BY THERAPEUTIC AREA



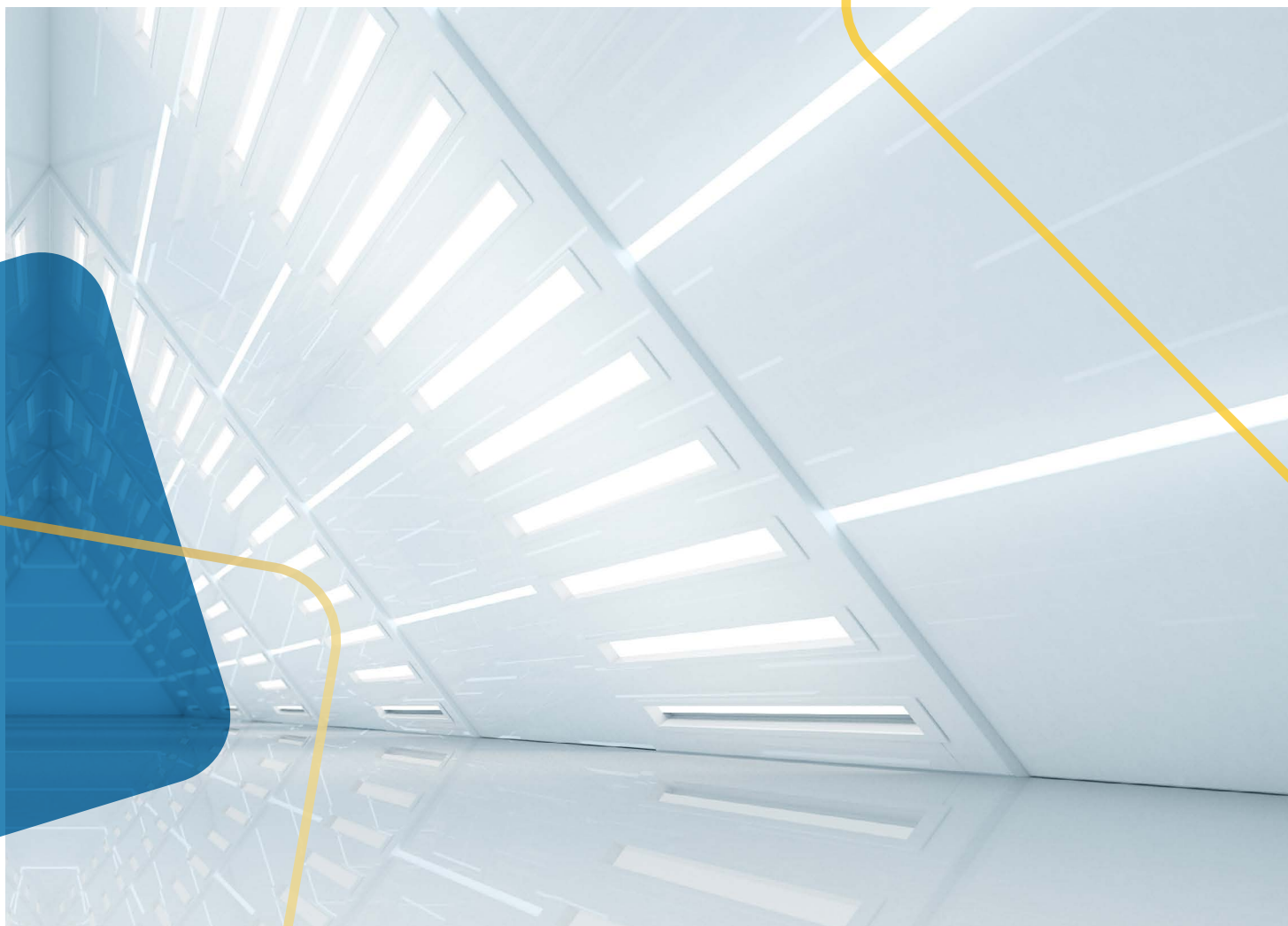
GROWTH TURNOVER



% CHANGE







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