

# Company Profile



# Company History

- *Norameda is a private company founded in 1993. Originally company started as pharmaceutical wholesale company.*
- *In 2000 Norameda business model changed from pure trade to sales & marketing*
- *2002 first in-licensing deal signed*
- *2008 business structured in to three business units – Rx, OTC, hospital & oncology*
- *2010 in addition to Baltic territory first projects in Belarus and Finland started*
- *2015 business newspaper “Business News” nominate Norameda as one of fastest growing pharma companies in Lithuania*

# Vision

*To provide best quality partnership  
for pharmaceutical companies in  
Baltic region.*



# Markets we cover



## Norameda home markets in which three business units operates

- Lithuania – population 3 mio
- Latvia – population . 2 mio.
- Estonia – population 1,4 mio.

## Markets in which hospital business launched

- Belarus – population . 9 mio.
- Finland – population . 5,4 mio.

# Business structure

*Norameda business units:*

- *Prescription medicines (Rx)*
- *Consumer Health (OTC)*
- *Hospital & oncology products (H&O)*

*Different segments allows us to maintain a balanced financial performance and provide development opportunities.*

# Company structure

*More than 40 professionals form the team working together for the success of the company.*

- *Administration & Finance*
- *Marketing & Sales*
- *Logistics & Customer Service*
- *Regulatory Affairs & Pharmacovigilance*
- *Business Development*
- *Outsourcing & Licensing*
- *Planning & Control*

*Previous experience:*

*Our management gained experience from know companies such us: Eli Lilly, GSK, Sandoz, Boehringer Ingelheim, Ratiopharm*

# Marketing & sales

## ***Rx main therapeutic areas***

- *Pulmonology/ allergy*
- *Rheumatology*
- *Dermatology*
- *Neurology*

## ***Hospital & oncology main therapeutic areas***

- *Anaesthesia/ intensive care*
- *Chemotherapy*

## ***OTC main therapeutic areas***

- *Paediatrics*
- *ENT*

# Partners

- *Actavis*
- *Adamed*
- *Allergy Therapeutics*
- *Alvogen*
- *Bifodan*
- *Chiesi Farmaceutici*
- *Claris Lifescience*
- *DMG*
- *Correvio*
- *Johnson & Johnson*
- *Helm*
- *Hospira*
- *Hovion*
- *Lipomed*
- *Medichem*
- *Pharmathen*
- *Providens*
- *Uriach*
- *Vifor*
- *Welding*



# Import & distribution

- *Pharmaceutical wholesaling license (GDP)*
- *Batch release & import from outside EU (GMP)*
- *Established network with main wholesaling companies and pharmacy chains in Lithuania, Latvia, Estonia, Belarus and Finland*



# Regulatory affairs

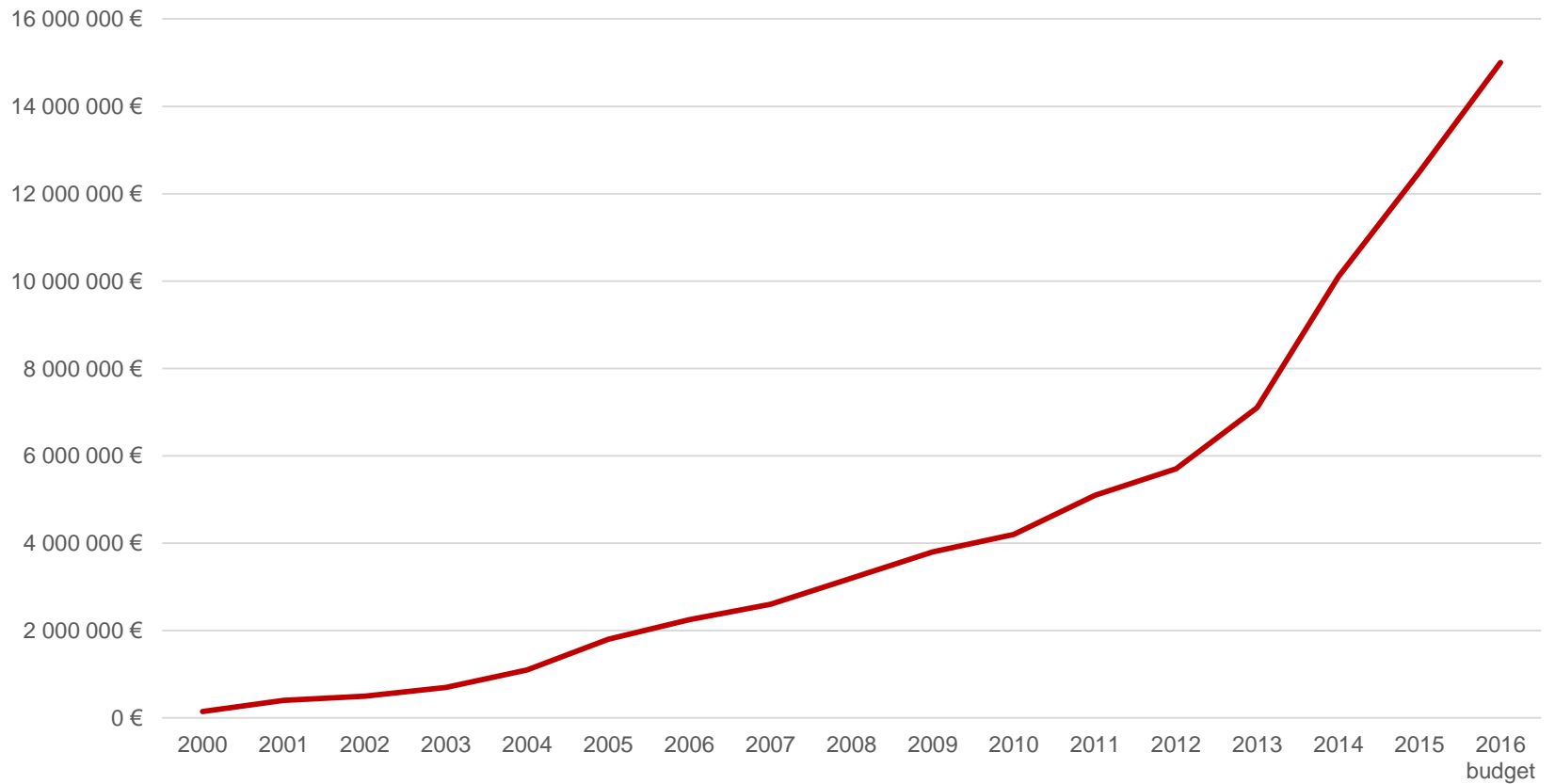
- *15 years experience in many MRP, DCP procedures (as CMS and RMS) and national registrations*

- *Well established relations to local authorities*

- *Market access know-how*

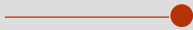


# Revenue Development



# Why to chose us

- *Integrated, full service solutions*
- *Experience accumulated in various partnership projects*
- *Transparent principle in all marketing & business activities*
- *Commitment for ambitious sales targets, based on jointly developed promotion strategy*



# Thank you for attention !

