



## Pharma Sector in Romania Newsletter – August 2010

### In this issue:

- Farmexpert recorded turnover growth of approx. 67% in T1 2010
- Roche registered turnover increase of approx. 20% in H1 2010
- Market of erectile dysfunctions drugs recorded growth of approx. 40% in T1 2010
- Ewopharma recorded business increase of 28% in H1 2010
- Zentiva recorded turnover growth of 36% in H1 2010
- Lundbeck estimates sales growth of 12% in 2010
- Top ten biggest networks of pharmacies
- GSK estimates export growth of 330% in 2010
- Gedeon Richter recorded turnover growth of 3.1% in H1 2010

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**For further details, please contact:**  
**Jackie Bojor, Director of Business Development**  
**FRD Center, Bucharest, Romania –**  
**[www.market-entry.ro](http://www.market-entry.ro)**  
**tel: +4021 411 1460; fax: +4021 411 1461**  
**e-mail: [europa@frdcenter.ro](mailto:europa@frdcenter.ro)**

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### **Farmexpert recorded turnover growth of approx. 67% in Q1 2010**

In the first quarter of 2010, the pharma distributor Farmexpert recorded a turnover of 95 million EUR, this representing an increase by some 67% compared to the similar period of the previous year.

The company built a central warehouse near Bucharest, following total investments of some four million EUR.

Recently, Farmexpert decided to contract a new credit of ten million EUR and to extend and increase previous crediting lines and facilities.

Farmexpert is controlled by the German Group Andrae-Noris Zahn AG. Other shareholders are Mr. Eugen Baciu (7%) and Ms. Maria Banciu (32.9%).

### **Roche registered turnover increase of approx. 20% in H1 2010**

Roche Romania recorded in the first six months of 2010 a turnover of 111.6 million EUR, this representing an increase of some 20% compared to the similar period of the previous year, according to Cegedim.

This growth was sustained mainly by the oncology products in the Roche's portfolio, which represent over 40% in the company's total sales.

Roche Romania estimates for 2010 a turnover increase of some 5% compared to 2009. By the end of 2010, the company intends to launch two drugs, which have been registered in the previous years.



### **Market of erectile dysfunctions drugs recorded growth of approx. 40% in Q1 2010**

The market of the erectile dysfunctions drugs in Romania recorded a significant increase by some 40% in the first quarter of 2010 compared to the similar period of the previous year. Also, this market registered y/y growths of some 15% during the last years.

Although the value of the erectile dysfunction market is small compared to the total drugs market estimated at some two billion EUR per year in Romania, its significant increase makes it very attractive towards the players in the pharma industry.

The most important drug on the domestic market of the erectile dysfunctions is Viagra, produced by Pfizer, which had in 2009 a market share of 50.7% in terms of value and of 60% in terms of volume. Other drugs on the domestic market are Cialis, Levitra etc.



### **Ewopharma recorded business increase of 28% in H1 2010**

The local representative of the Swiss pharma company Ewopharma recorded a business increase of 28% in the first semester of 2010 compared to the similar period of the previous year, reaching 6.8 million EUR.

This growth was mainly sustained by the sales of the drugs in the Allergan division, which have been recently launched and by the company's orientation towards the private market.

## Zentiva recorded turnover growth of 36% in H1 2010

Zentiva Romania recorded a turnover of 30.6 million EUR in the first six months of 2010, up by 36% compared to the similar period of the previous year.

Also, the company recorded a profit of 6.5 million EUR in the first semester of 2010, this representing a triple level compared to the similar period of 2009.

According to Zentiva's representatives, these good financial results were registered as a result of the efficiency of the commercial team and the costs optimising in the area of the industrial operations.

Zentiva is listed on the Bucharest Stock Exchange.



## Lundbeck estimates sales growth of 12% in 2010

The representative in Romania of the Danish drug producer Lundbeck estimates sales of 14 million EUR in 2010, up by 12% compared to the previous year.

During the period January – June 2010, the company recorded a turnover of 7.4 million EUR, compared to 6.2 million EUR in the similar period in 2009.

At present, Lundbeck Romania has 20 employees. For 2010, the company intends to invest 1.15 million EUR in the employees training.

## Top ten biggest networks of pharmacies

The top of the biggest networks of pharmacies in Romania, taking into account the number of the units, is presented below.

No	Company (Group)	No of pharmacies
1	Sensiblu (A&D Pharma)	230
2	Catena (Fildas)	200
3	Dona (SIEPCOFAR)	148
4	City Pharma (Hermes Pharma)	120
5	Farmacia Richter (Gedeon Richter)	120
6	Help Net (Farmexim)	105
7	Ropharma	102
8	Remedio	63
9	Centrofarm	60
10	Remedia	50

*Source: Ziarul Financiar newspaper*





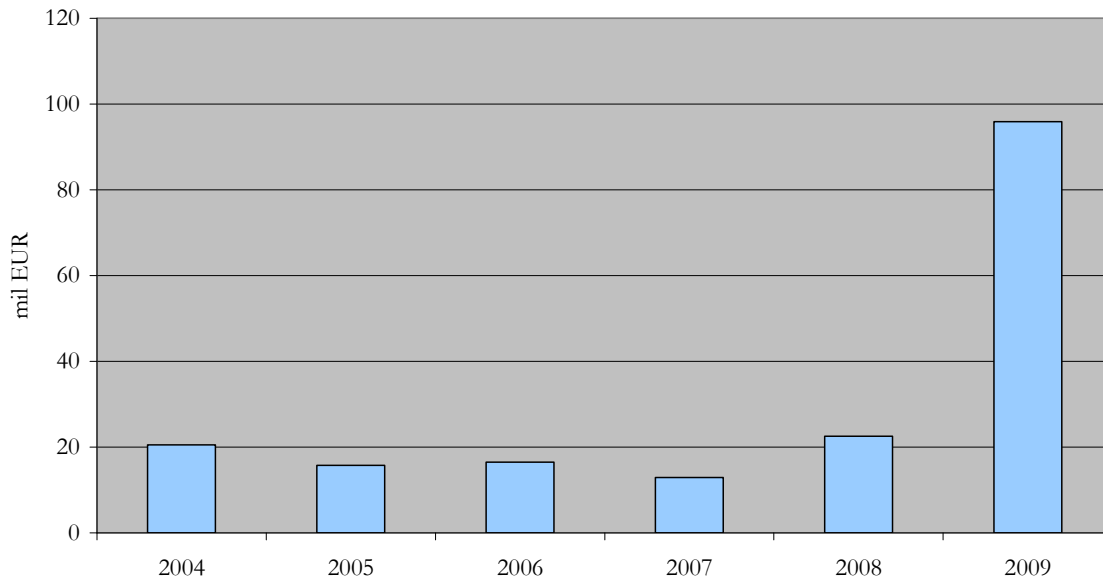
### GSK estimates export growth of 330% in 2010

GSK, which owns the pharma producer Europharm in Brasov, estimates an export increase of 330% in 2010 compared to 2009, as a result of the production of new drugs. The export level in 2010 is estimated at 18.5 million boxes, this representing 43% from the total production of the plant in Brasov. In 2009, the company recorded an export growth of 186% (in volume) compared to 2008.

The company exports the drugs produced in the Brasov plant in over 50 countries worldwide.

The company recorded in 2009 a significant y/y increase of its turnover by some 325%. The turnover evolution of Europharm during the period 2004 – 2009 is presented below.

**Europharm's turnover during 2004 - 2009**



*Source: Ziarul Financiar newspaper*

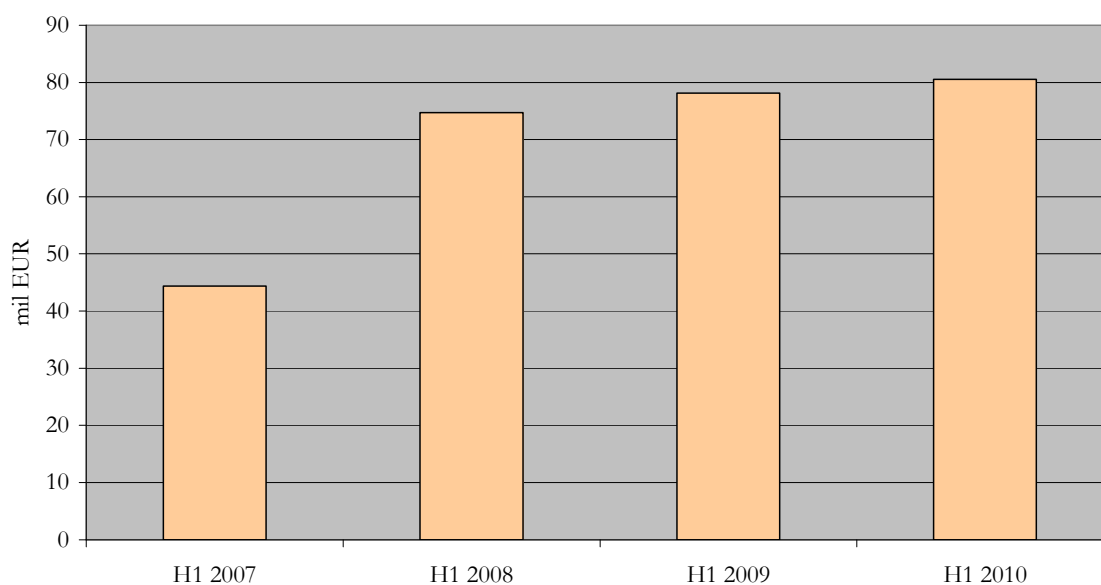
## Gedeon Richter recorded turnover growth of 3.1% in H1 2010

The Hungarian Group Gedeon Richter has an integrated pharma activity in Romania, including retail, distribution, import and a production unit in Targu Mures. The retail and the distribution represent some 95% in the company's business on the domestic market.

The company's network of pharmacies in Romania was set up in the last years based on the acquisition of small regional networks.

In the first six months of 2010, Gedeon Richter recorded a turnover of 80.5 million EUR, up by some 3.1% compared to the similar period of the previous year. The evolution of the company's turnover in the first semester, during the period 2007 – 2010, is presented below.

**Gedeon Richter's turnover in H1 2007 - 2010**



*Source: Ziarul Financiar newspaper*

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**Jackie Bojor, Director of Business Development**

**FRD Center, Bucharest, Romania**

**[www.frdcenter.ro](http://www.frdcenter.ro)**

**tel: +4021 411 1460; fax: +4021 411 1461**

**e-mail: [europa@frdcenter.ro](mailto:europa@frdcenter.ro)**