



Εταιρική Παρουσίαση

Καχρίλας Ορέστης
Sales & Marketing Director
29 Μαΐου 2014, SFEE BUSINESS DAY.



Agenda

- Σύντομη αναδρομή
- Σήμερα
- Πως σχεδιάζουμε το μέλλον;
- Αντί επιλόγου: Leonard Thompson



ΦΑΡΜΑΣΕΡΒ – ΛΙΛΛΥ



2 April 1984
Pharmaserve &
Elanco Hellas
Founded

1 April 1994
Lilly purchases half of
Pharmaserve and the
Pharmaserve – Lilly
Joint Venture is Founded

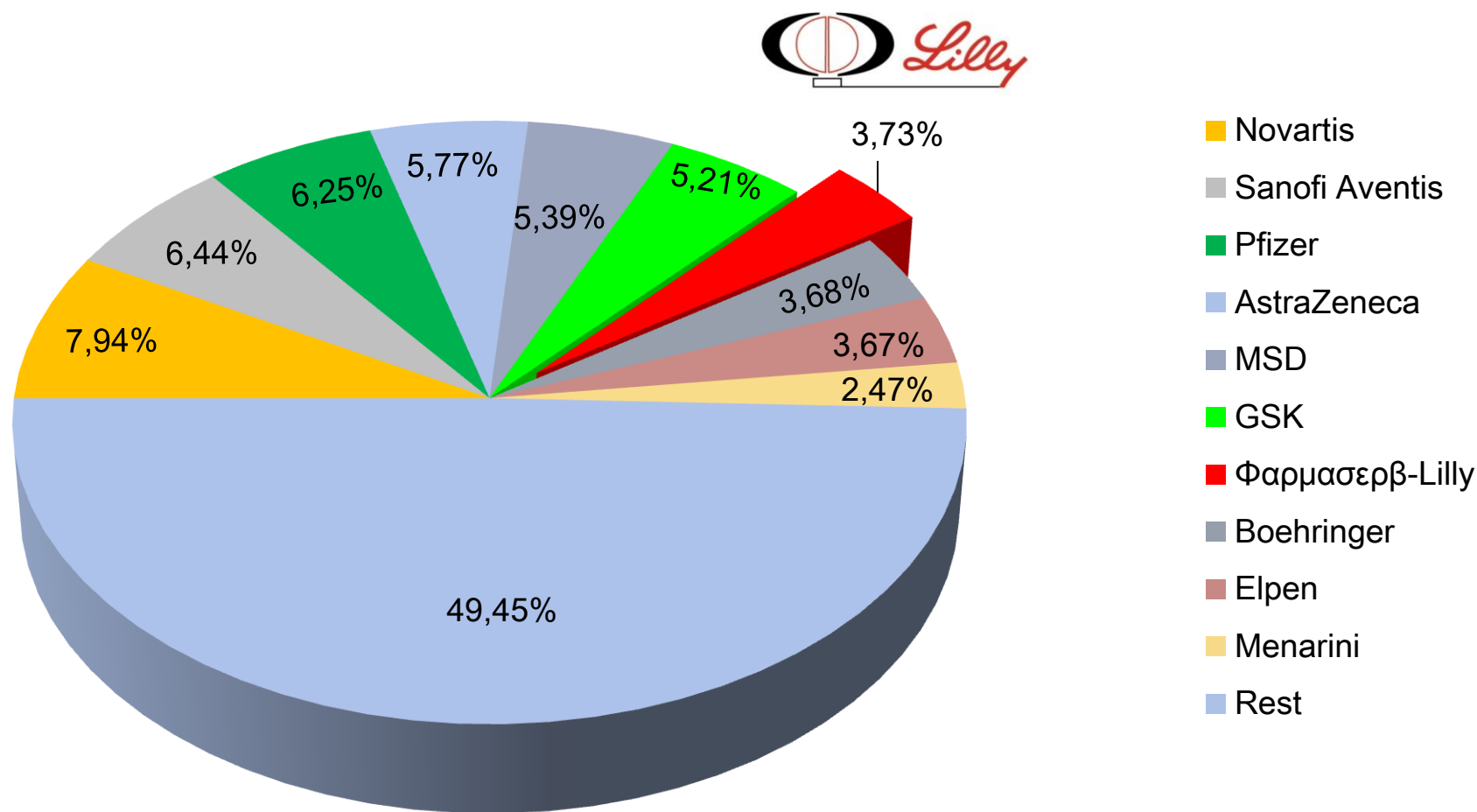
27 May 1998
Lilly Clinical Trials
in Greece begin
with FPV for Evista

2013
EMRI is founded
to provide
services to the
pharmaceutical
industry

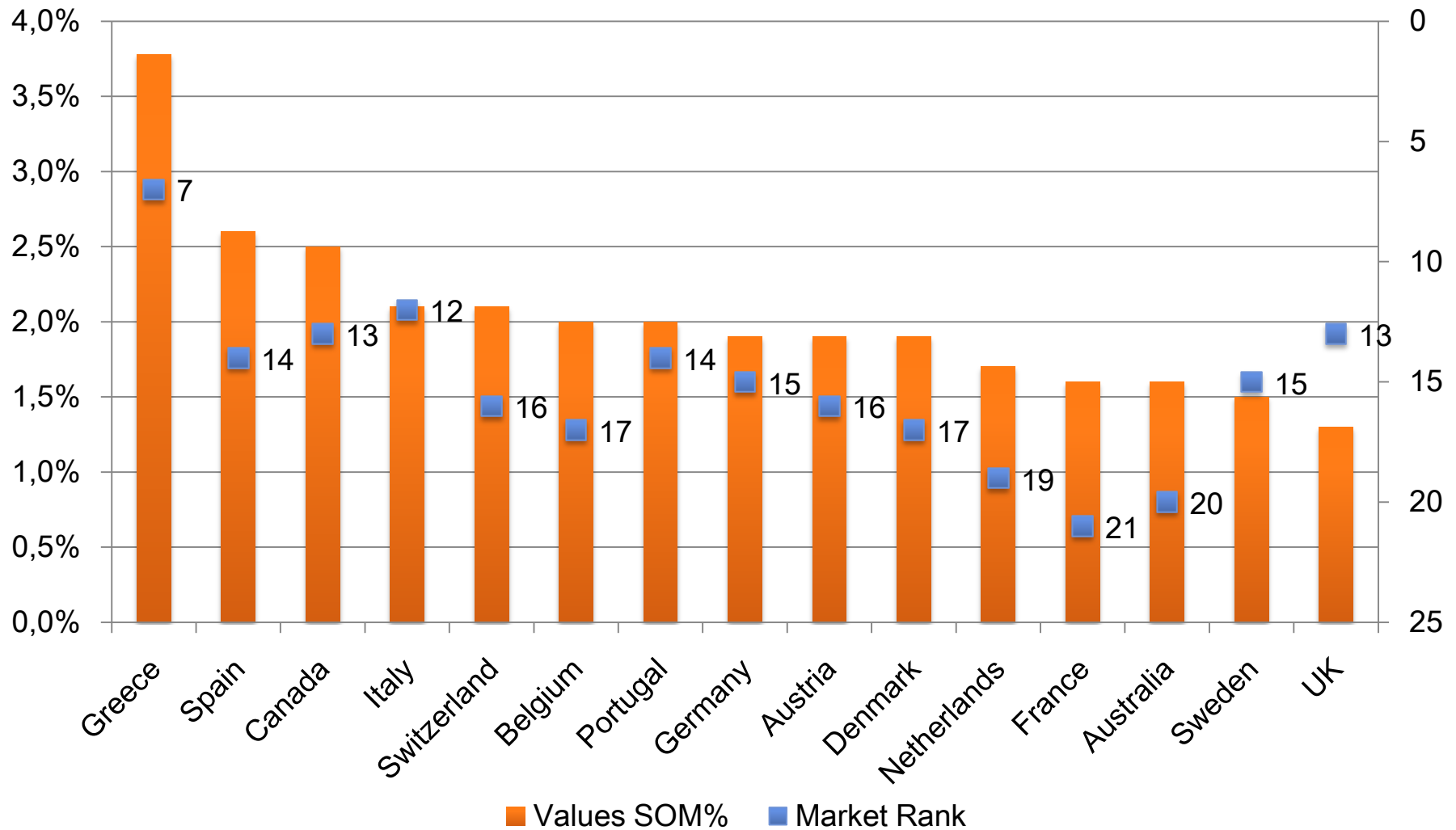
Κατάταξη Φαρμακευτικών Εταιρειών Φεβ 2014

30 LEADING MANUFACT. IN VALUES								
		February 2014	February 2014 VS January 2013	February 2014 VS 2013	February 2014 SOM	YTD 2014	YTD 2014 VS YTD 2013	YTD 2014 SOM
RANK	Selected Market	224.269.880	-6,48%	-3,69%	100,00%	464.084.941	-5,88%	100,00%
1	NOVARTIS PHARMA	17.761.356	-6,96%	-5,12%	7,92%	36.850.626	-7,22%	7,94%
2	SANOFI	14.364.356	-7,50%	-7,90%	6,40%	29.894.097	-10,20%	6,44%
3	PFIZER	13.899.162	-7,97%	-8,31%	6,20%	29.001.995	-9,74%	6,25%
4	ASTRAZENECA	12.948.123	-6,26%	-9,39%	5,77%	26.760.647	-11,95%	5,77%
5	MERK SHARP DOHME	11.975.277	-8%	-6,99%	5,34%	24.991.148	-7,78%	5,39%
6	GSK PHARMA	11.752.657	-5,53%	-0,91%	5,24%	24.193.918	-3,59%	5,21%
7	PHARMASERVE-LILLY	8.357.354	-6,63%	-1,17%	3,73%	17.308.538	-2,63%	3,73%
8	BOEHRINGER I.	8.184.062	-7,92%	1,17%	3,65%	17.072.535	-0,61%	3,68%
9	ELPEN	8.357.952	-3,57%	5,27%	3,73%	17.024.897	2,41%	3,67%
10	MENARINI	5.565.893	-5,34%	3,77%	2,48%	11.445.513	1,40%	2,47%
11	BRISTOL MAYER SQUIB	4.386.321	-7,12%	-22,64%	1,96%	9.108.927	-22,90%	1,96%
12	JANSSEN CILAG	4.016.263	-5,98%	-14,73%	1,79%	8.287.755	-16,16%	1,79%
13	LUNDBECK	3.502.510	-7,71%	-5,61%	1,56%	7.297.606	-7,86%	1,57%
14	SERVIER	3.277.102	-9,38%	-17,79%	1,46%	6.893.529	-18,78%	1,49%
15	GALENICA	3.038.547	-9,12%	-0,76%	1,35%	6.381.971	0,04%	1,38%
16	WYETH	2.803.024	-8,33%	-6,00%	1,25%	5.860.920	-14,19%	1,26%
17	NOVO NODRDISK	2.535.494	-5,23%	6,77%	1,13%	5.210.898	4,04%	1,12%
18	UNI PHARMA	2.513.391	-5,30%	13,53%	1,12%	5.167.545	12,12%	1,11%
19	GAP	2.437.135	-8,03%	7,28%	1,09%	5.087.126	9,03%	1,10%
20	AMGEN	2.257.487	-15,66%	12,43%	1,01%	4.934.004	5,03%	1,06%
21	SPECIFAR S.A.	2.306.368	-7,33%	2,44%	1,03%	4.795.074	2,53%	1,03%
22	SANOFI PAST.MSD	2.176.705	-15,54%	1,11%	0,97%	4.754.024	-5,52%	1,02%
23	UCB PHARMA	2.275.945	-3,13%	-15,72%	1,01%	4.625.365	-18,18%	1,00%
24	BAYER PHARMA	2.146.599	-6,09%	-2,77%	0,96%	4.432.435	-3,66%	0,96%
25	LEO	2.104.353	-4,94%	15,13%	0,94%	4.318.002	15,73%	0,93%
26	PHARMATHEN	2.043.720	-4,81%	9,84%	0,91%	4.190.781	5,94%	0,90%
27	RAFARM	2.028.917	-3,08%	25,32%	0,90%	4.122.328	20,52%	0,89%
28	ROCHE PHARMA	1.977.008	-0,46%	-18,38%	0,88%	3.963.108	-22,51%	0,85%
29	SOLVAY PHARMA	1.787.223	-7,76%	-10,27%	0,80%	3.724.760	-11,35%	0,80%
30	WINMEDICA	1.775.041	-5,49%	15,99%	0,79%	3.653.154	15,64%	0,79%
	Total Displayed (30)	164.555.344	-6,92%	-4,27%	73,37%	341.353.226	-6,33%	73,55%
	Total Others (509)	59.714.536	-5,24%	-2,06%	26,63%	122.731.715	-4,59%	26,45%

Ανάμεσα στους 10 πρώτους – Φεβ 2014 YTD



Με την υψηλότερη κατάταξη παγκοσμίως



And all this...

Ηγέτες σε 4 θεραπευτικές κατηγορίες

Αντικαταθλιπτικά

Αντιψυχωσικά

Σύνδρομο ελλειμματικής προσοχής

Στυτικής Δυσλειτουργίας

Πρωτούμενα Φάρμακα Lilly



CNS Zyprexa, Velotab, ZypAdhera, Cymbalta, Strattera, Ladose (Prozac)

Antibiotics Ceclor, Voncon

Cardiology Efient, Reopro

Urology Cialis

Osteoporosis Forsteo, Evista

Oncology Alimta, Gemzar

Diabetes Humalog, Humulin, Actos, Competact, Humatrope



CECLOR[®]
ΚΕΦΑΛΟΡΙΗ

**Απλά
ακαταμάχητο**

Με εξαίρετική
γεύση
φράουλας!



The advertisement features a faded background image of a child in a kitchen, reaching for something on a high shelf. In the foreground, there are several bottles of CECLOR (Cephalexin) in different strengths: 375 mg, 250 mg, and 125 mg. A pink circular graphic with a green leaf contains the text 'Με εξαίρετική γεύση φράουλας!' (With exceptional strawberry flavor!).

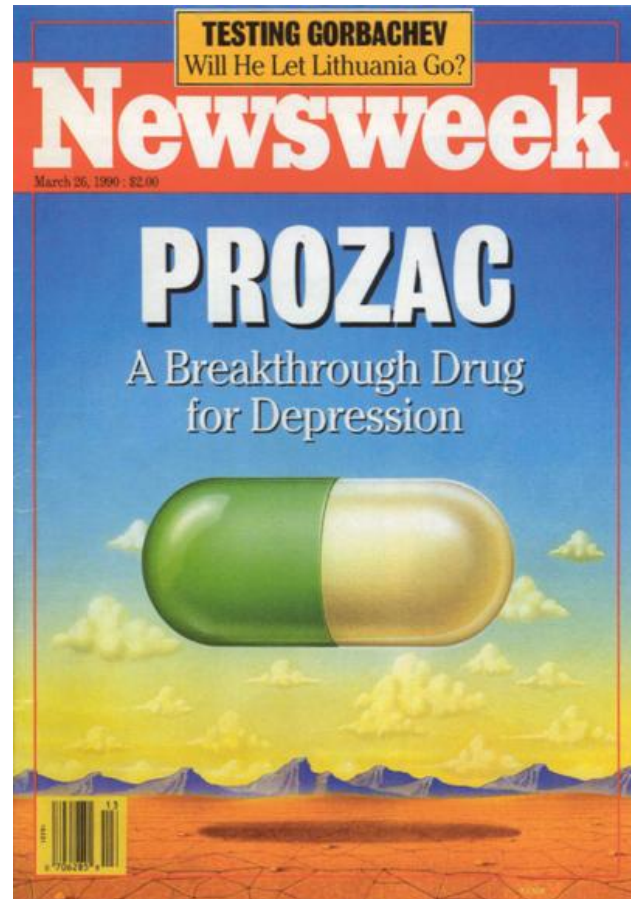
TESTING GORBACHEV
Will He Let Lithuania Go?

Newsweek

March 26, 1990 • \$2.00

PROZAC

A Breakthrough Drug
for Depression



The Newsweek magazine cover from March 26, 1990, features a large, green and yellow capsule floating in a desert landscape under a blue sky with yellow clouds. The headline reads 'PROZAC: A Breakthrough Drug for Depression'. A small barcode is visible in the bottom left corner.

Και εκτός Lilly

Cardiology

- Inotrex

Gastrointestinal

- Carbosylane

Chronic Ulcer Healing

- Caciqliq

Dry mouth

- Xerostom

Fresh Breath

- Airlift

Dental

- Yotuel

No Calorie Natural Sweetener

- Sweete



CACIPLIQ[®]
RGTA



Ιατρικός Εξοπλισμός

HAEMONETICS®
THE Blood Management Company

WelchAllyn®
Advancing Frontline Care™

EKF
DIAGNOSTIC

Lobeck  Medical AG

MEDICAL
CARE
HEALTH
BIO
TECH
SOLUTIONS
HUMAN
QUALITY

HC STREFA
high tech lab

VIASYS®
HEALTHCARE
Excellence For Life

SOMATEX®
Medical Technologies GmbH

médipréma

BEEKLEY
CORPORATION

medima

Spring™ SIMPLE and CLEVER
diabetes solutions

ApexBio
Taiwan
www.apexbio.com

Ιδιαιτερότητες του Υγειονομικού Τοπίου

Ιατροί: 69.030

Νοσοκομεία: 337

-δημόσια: 147

-ιδιωτικά: 166

Φαρμακεία: 11.000

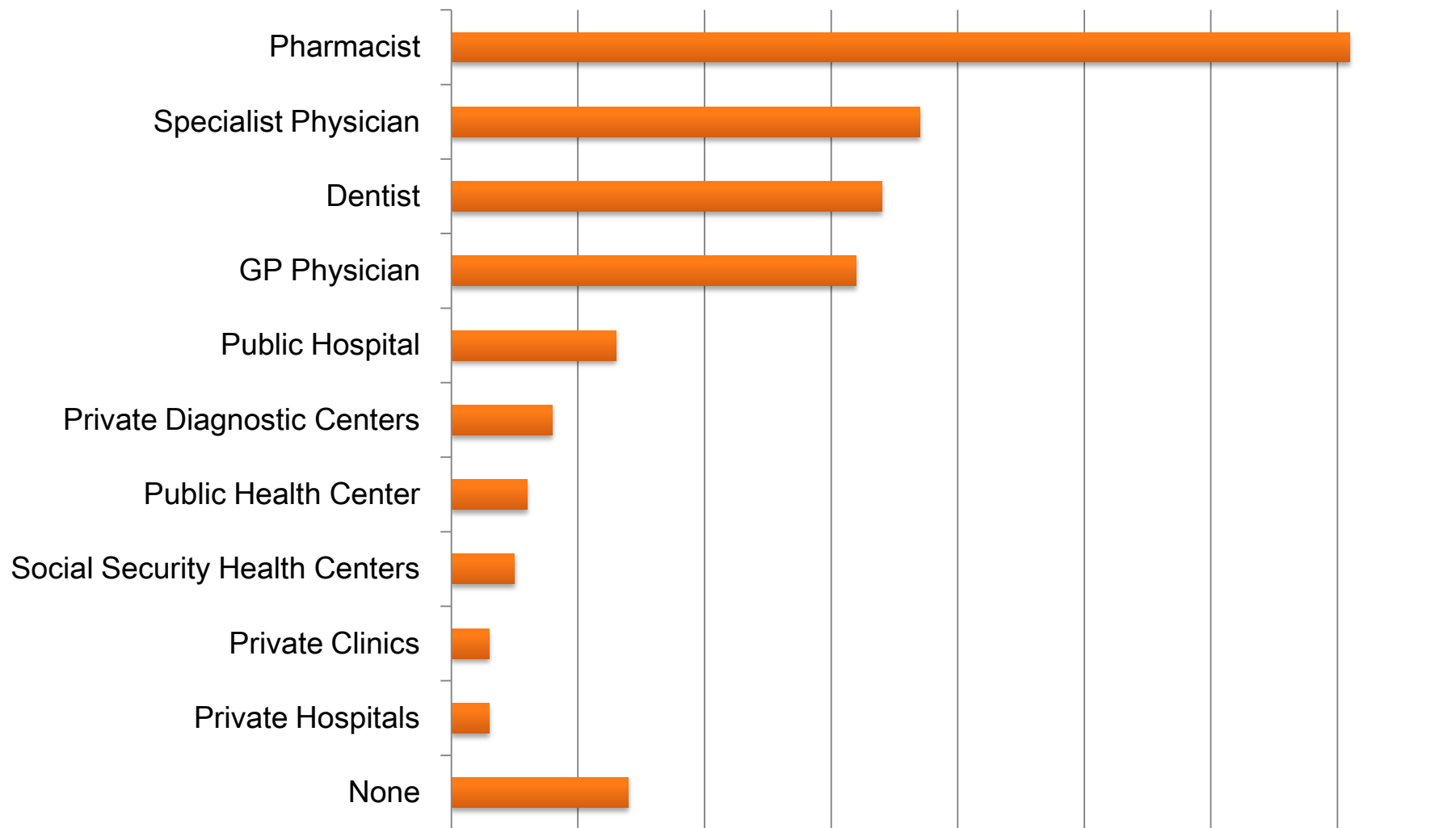
κάτοικοι ανά φαρμακείο: 1.000

Φαρμακαποθήκες: 130



National Statistical Service
Observatory for the Greek Information Society
EUROSTAT
OECD Health data 2011

Η Πρώτη επαφή των Ελλήνων Ασθενών



φύλο

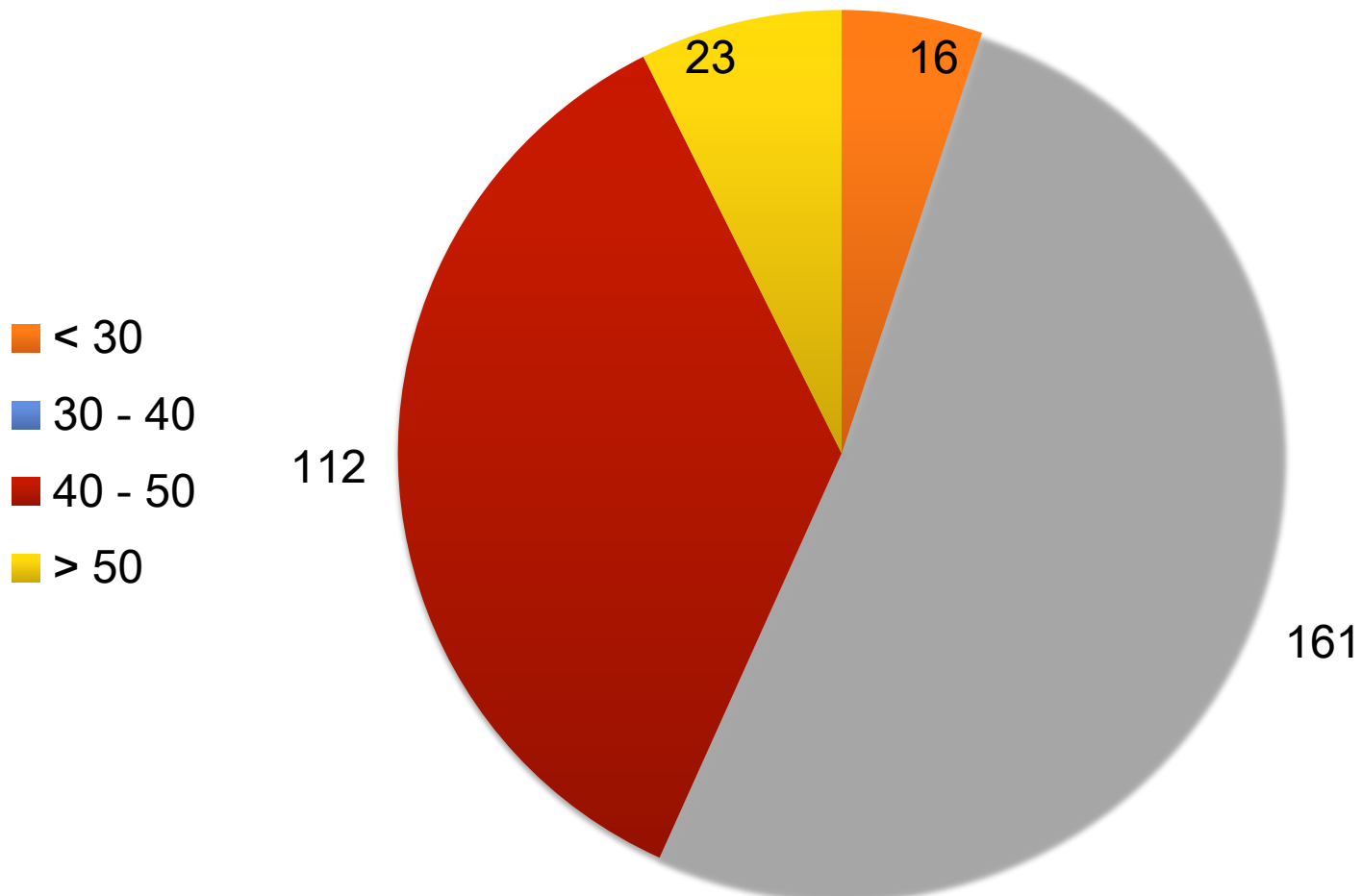


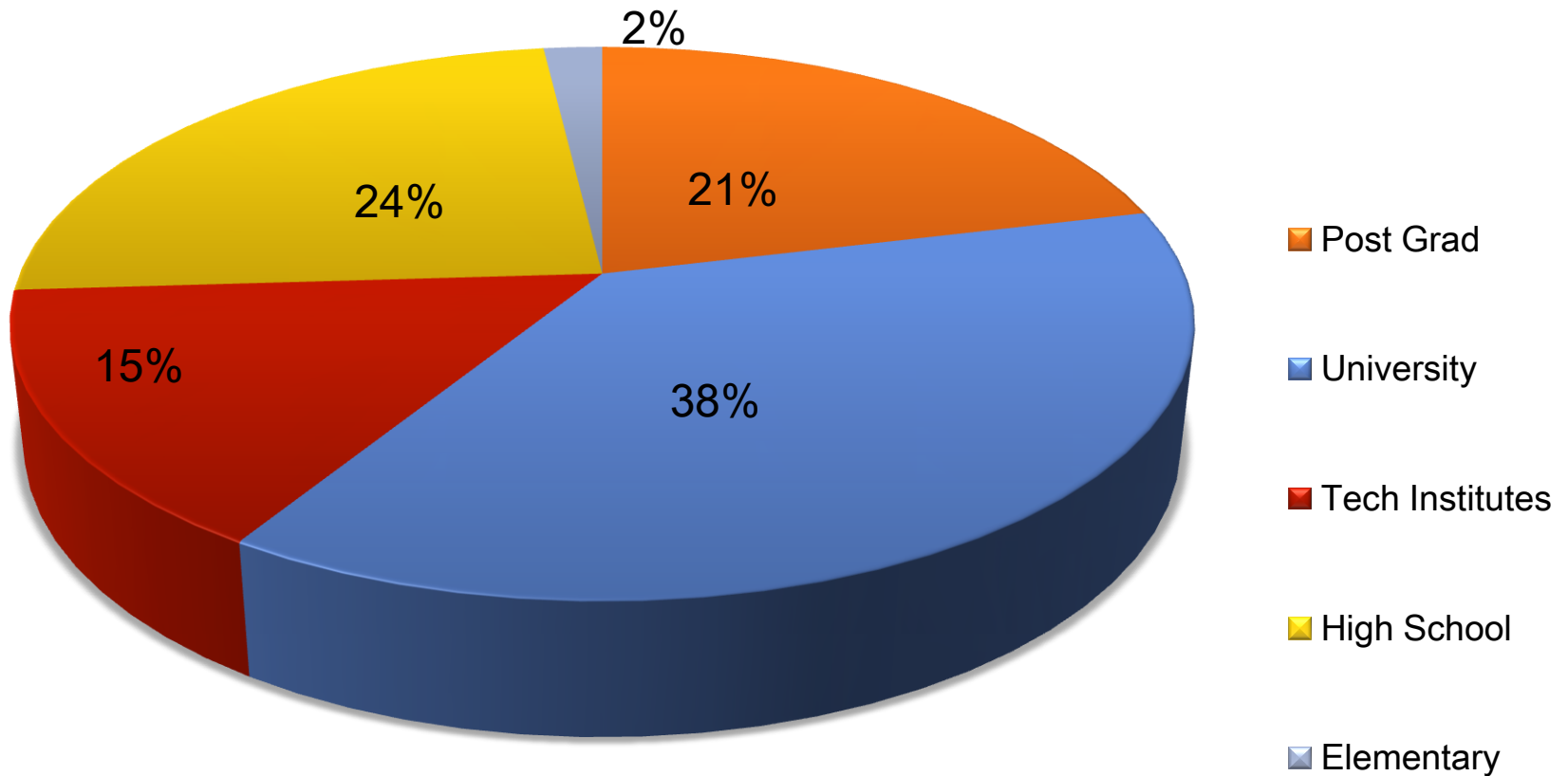
■ Men

■ Women



ηλικία

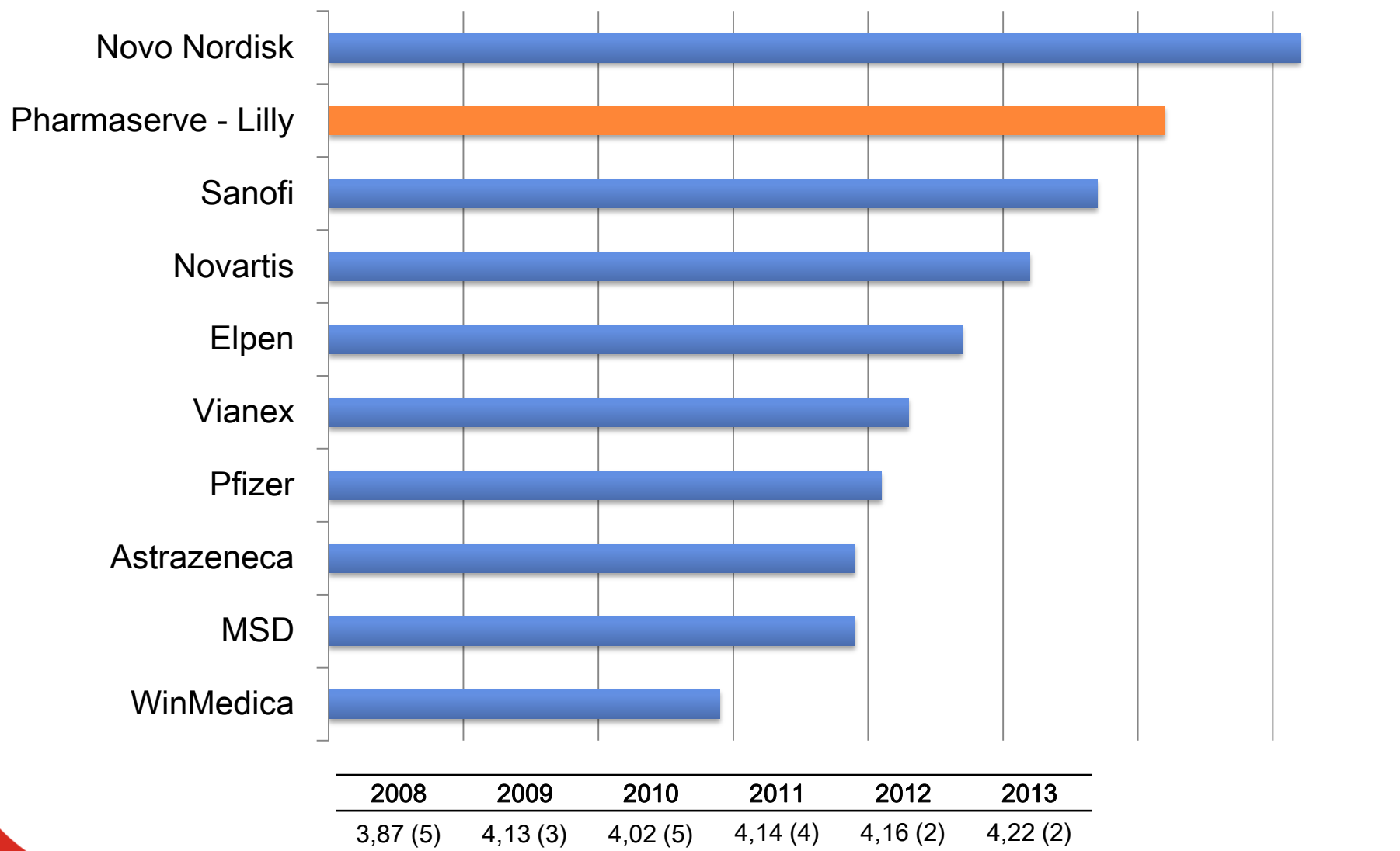




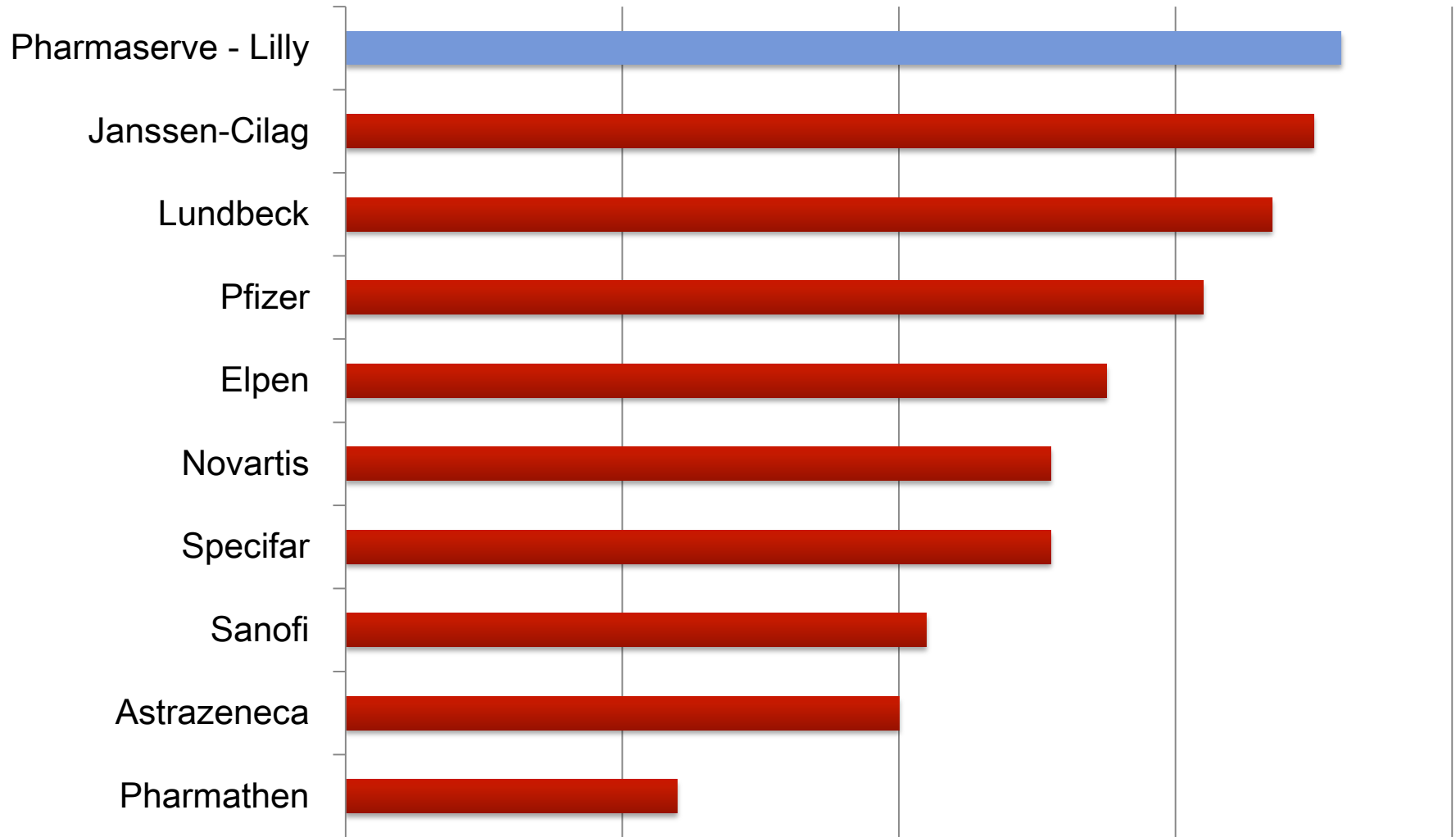
Παράγοντες Επιτυχίας

- Εκτέλεση - εφαρμογή
 - Τοπική λήψη αποφάσεων
 - Επιχειρηματική αντίληψη σε όλα τα επίπεδα
- Επενδύσεις στην αιχμή του δόρατος
 - κατάλληλα, καλά εκπαιδευμένα και κινητοποιημένα στελέχη
 - Συσσωρευμένη εμπειρία Αγοράς
 - Το Μέσο και υψηλό management χρόνια μαζί στην εταιρεία
 - Όλοι ξεκίνησαν από Πωλήσεις
- Ξεχωριστές επαγγελματικές σχέσεις
 - Με Αρχές
 - Ξεχωριστή εικόνα στην Αγορά

Τι πιστεύουν οι Διαβητολόγοι για μας



Οι Ψυχίατροι



Εισαγωγή - Νέα προϊόντα 2014

- **Cacipliq**
αποκατάσταση χρόνιων ελκών
- **Adcirca**
πνευμονική αρτηριακή υπέρταση
- **Pitava**
Pitavastatin για δισλιπιδαιμία
- **Trajenta**
co-promotion with Boehringer I.
Για τη θεραπεία του Διαβήτη T2



CACIPLIQ²⁰
RGT



adcirca[®]
tadalafil



PITAVA



Trajenta[®]
(linagliptin) 5mg
tablets

Κλινική Έρευνα στην Ελλάδα



Ευρωπαϊκό Ινστιτούτο Ιατρικής Έρευνας

100 ερευνητικά προγράμματα

1.600 Έλληνες ερευνητές

1.000 ερευνητικά κέντρα στην Ελλάδα

14.000 ασθενείς

100 Τοπικές και Διεθνείς Δημοσιεύσεις

άριστο αποτέλεσμα πιστοποιημένο από 16 διεθνείς έλεγχους



PIPELINE

Information is current as of April 21, 2014

- Regulatory Review

Dulaglutide diabetes	*Empagliflozin diabetes	*New Ins Glar Product diabetes	Ramucirumab solid tumors ✓
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+ Select New Indication or Line Extension (NILEX)

- Phase III

*Baricitinib rheumatoid arthritis	Ixekizumab psoriasis/PsA	Tabalumab lupus	Evacetrapib high-risk vascular disease	Basal insulin peglispro diabetes	Solanezumab Alzheimer's
*Tanezumab pain	Necitumumab squamous NSCLC				

- Phase II

Ferroportin MAb anemia	PCSK9 MAb CV disease	TGF- α / epiregulin MAb CKD	TGF- β MAb CKD	Glucagon-R antag diabetes	Blosozumab osteoporosis
Myostatin MAb disuse atrophy	CGRP MAb migraine prevention	Edivoxetine CNS disorder	Florbenazine Imaging Agent Parkinson's	NOC-1 antagonist depression	Tau Imaging Agent
Bemaciclib cancer	Chk1 inh cancer	c-Met inh cancer	c-Met MAb cancer	CXCR4 pept antag cancer	DKK-1 MAb cancer
FGF receptor inh cancer	GSK3 β inh cancer	Hedgehog/ SMO antag cancer	Icrucumab cancer	JAK2 inh cancer	Olaratumab cancer
p38 MAP kinase inh cancer	TGF- β R1 inh cancer				

- Phase I

Crohn's disease	lupus	cardiovascular	chronic kidney disease	hypertension	diabetes
diabetes	diabetes	diabetes	diabetes	diabetes	Oxyntomodulin peptide diabetes
muscle atrophy	EP4-R antagonist osteoarthritis pain	N3p6-A β MAb Alzheimer's	mGlu2 agonist CNS disorder	mGlu2/3 agonist chronic pain	Pomaglumetad methionil CNS disorder
CSF-1R MAb cancer	Hepcidin MAb anemia	NOTCH inh cancer	p70S6/AKT dual inh cancer	Pan-Raf inh cancer	PI3 kinase/ mTOR dual inh cancer
TGF- β R2 MAb cancer	VEGFR-3 MAb cancer				

LEGEND

Molecule That
Achieved Milestone

Nonproprietary
Name Granted

Later Phase
Indication
Terminated

Lost Through Attrition

Regulatory Approval
Achieved

*Commercial Collaboration

NME

Select NILEX

Diagnostic

For more information about
Lilly's interactive pipeline
www.lilly.com



1923: Συμβαίνουν Θαύματα;

