



Specialty Products: Solid profitability supports Orion's growth

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Specialty Products add value for customers

Generic prescription
drugs

OTC and
self-care drugs

Biosimilars

Healthcare stakeholders
& patients

Providing a broad portfolio
of affordable generics and
patient access to biosimilar
treatments



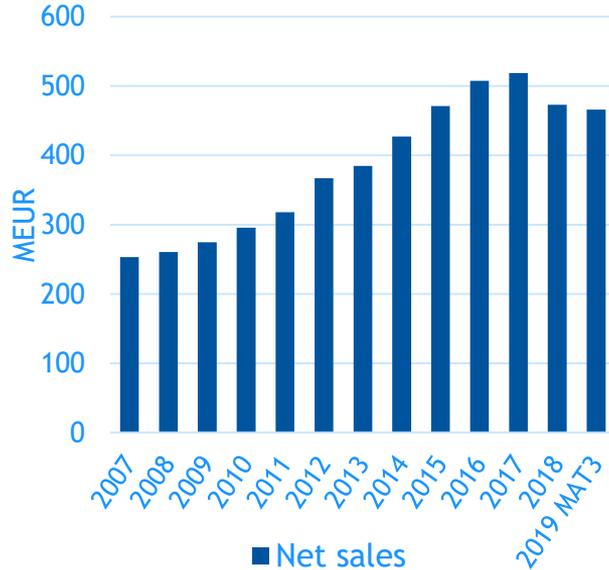
Consumers & patients

Supports healthier life by
offering variety of over
the counter medicine and
non-medicinal products



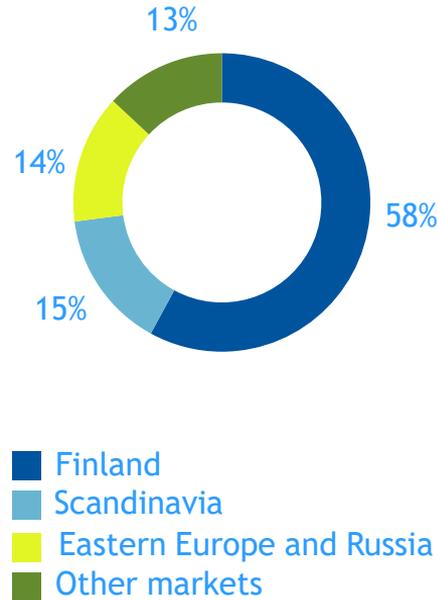
Specialty Products Business as Orion's bedrock

Development of net sales from 2007 to 2019 MAT3

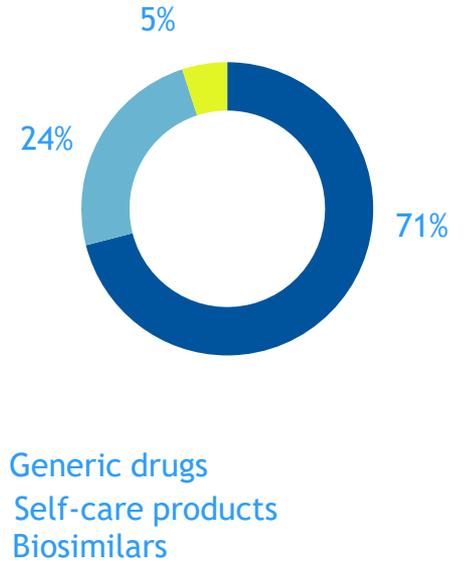


2019 MAT3: NET SALES 466 MEUR

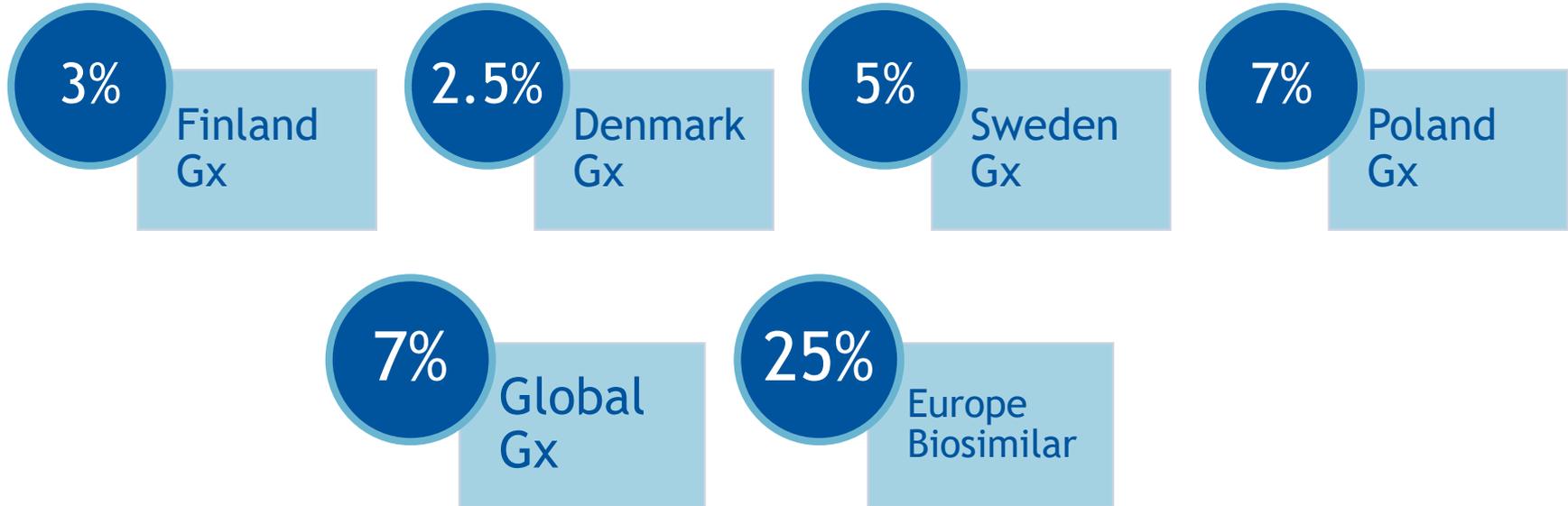
Net sales by region 2019 MAT3



Net sales by product 2019 MAT3

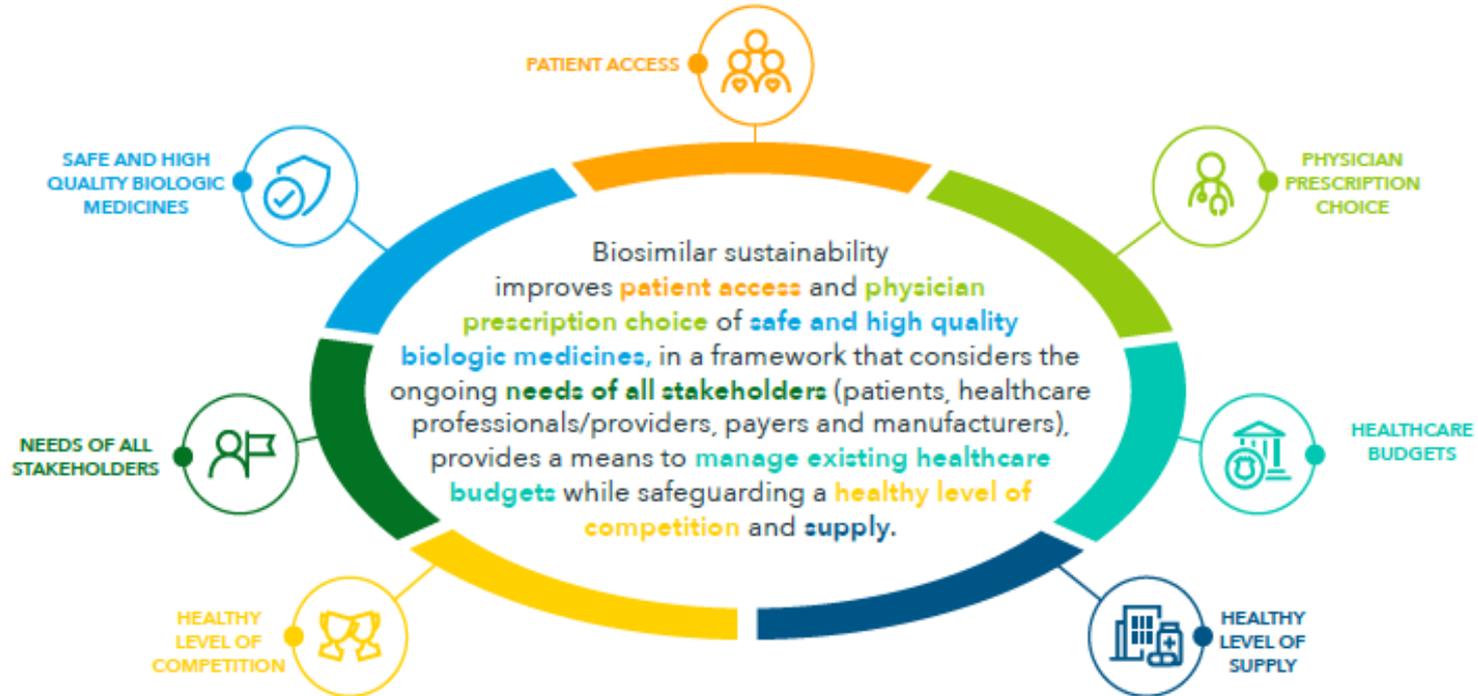


Generic markets development trends positive and global trends support opportunities



Global generics market USD 315bn in 2017
→ forecast: USD 474bn in 2023

European biosimilars markets estimate 25% CAGR Nordic countries most dynamic market environment*



Orion's generic performance in Nordic and Poland

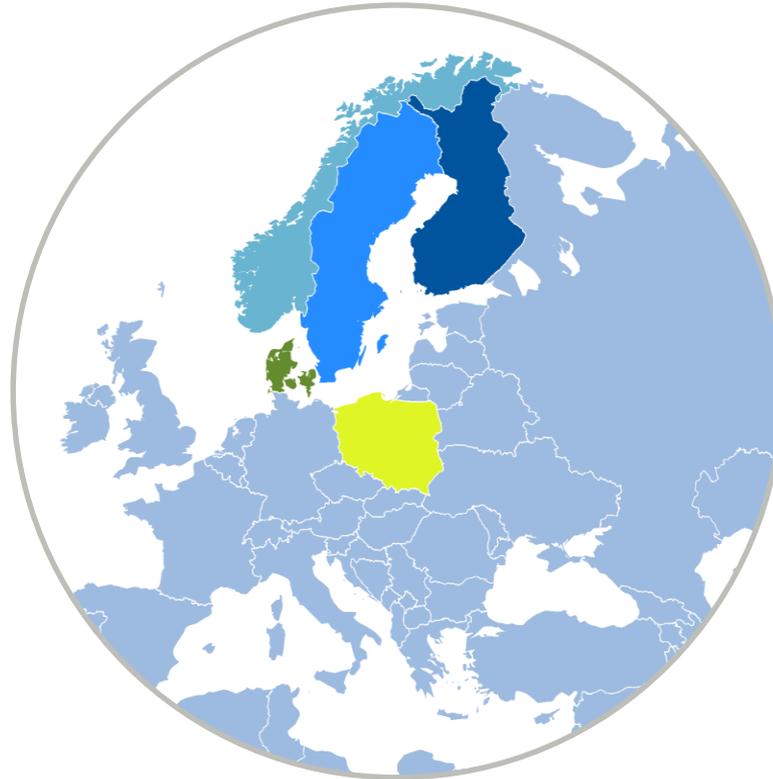
Finland	Rank
-7%	1

Sweden	Rank
+3%	7

Denmark	Rank
+17%	8

Norway	Rank
+5%	6

Poland	Rank
+3%	20

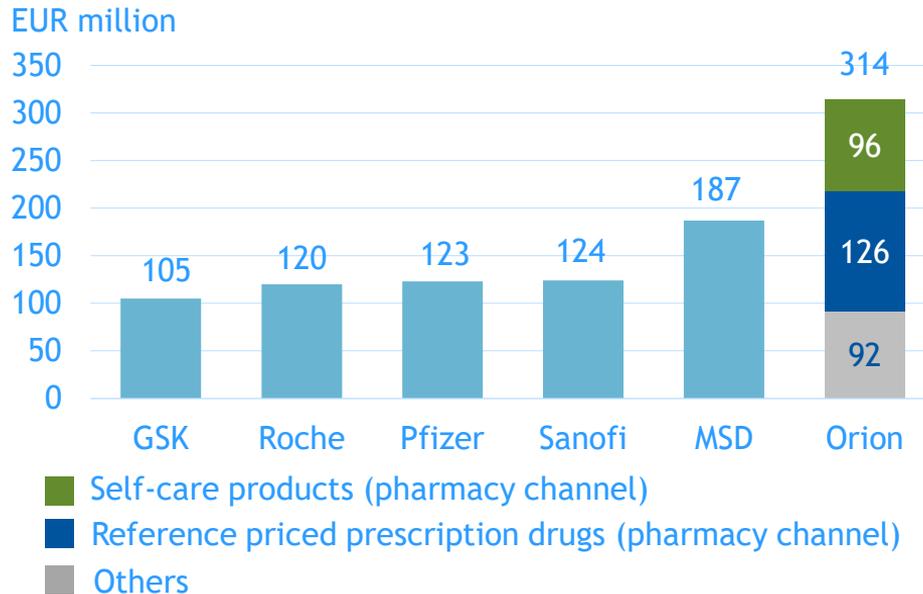


Orion is Finland's most significant provider of pharmaceuticals

Human pharma market in Finland (1-12/2018)

Medicinal and non-medicinal products

in hospital and pharmacy channels: EUR 2,746 million



Reference priced prescription drugs

Orion market share in pharmacy

26%
(26%)

Self-care products

Orion market share in pharmacy

25%
(26%)

Human pharmaceuticals total

Orion market share in pharmacy & hospital

11%
(13%)

In Finland, price competition has led to a decline in the entire market of reference priced prescription drugs

The market of reference priced prescription drugs in Finland (1-12/2018)

490

MEUR (528)

Market development

-7%



The sales of Orion's reference priced prescription drugs in Finland

126

MEUR (139)

Orion's development

-9%

Specialty Products business - Key market considerations and Orion's strategic actions

Price competition in generic drugs in Finland continues

Pipeline of drugs with expiry of patent protection is getting "thinner"

Biosimilar business presents significant sales opportunities and the market is very dynamic

A critical success factor is managing global supply chains

Healthcare consumer behaviour towards e-commerce and retail increasing for non-medicines



Continuous renewal of product portfolio: from changeable generics to non-changeable: value added generics

In-licensing and acquisitions of products and product portfolios

New market entry evaluations

End to end supply chain optimisation

Continuous productivity improvement

Specialty Products (SpP) business with wide product offering and competitive business models

	Product	Net sales MEUR
1.	Biosimilars	25
2.	Burana	23
3.	Divina series	19
4.	Marevan	18
5.	Fareston	13
6.	Solomet	13
7.	Generic Stalevo	10
8.	Simvastatin	9
9.	Devisol	7
10.	Pegorion	7
	TOP 10 TOTAL in 2018	144
	SpP TOTAL in 2018	473

~2 500 MAs

~3 200 SKUs

- Broad portfolio, added value for both healthcare professionals, patients as well as for consumers
 - Constant flow of new products
- Competitive supply chain management
 - High service level, compliance and costs
- Competitive operational network
- Agile and cost-efficient operating model
- Continuous productivity improvement in value chain

Global Supply Chain Management

COMPLIANCE



SUSTAINABILITY

SERVICE LEVEL



PRODUCTIVITY

How to strengthen and grow in generic business

1

Strengthening Orion's position as the most significant provider of generic drugs in Finland.

2

Ensure constant renewal and competitiveness of the product portfolio in key markets

3

New product flow by in-licensing, product acquisitions and developing niche generics

4

Expanding to new market areas

5

Expanding business by collaboration arrangements

The logo for burana, featuring the word "burana" in a white, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right, set against a black rectangular background.The logo for DEVISOL, featuring the word "DEVISOL" in a blue, uppercase, serif font.The logo for Marevan, featuring the word "Marevan" in a red, lowercase, sans-serif font with a registered trademark symbol (®) to the upper right.

How to strengthen and grow in biosimilar business

1

Be strategic commercialisation partner for Nordics

2

Evaluate new market entries case by case through optimized synergies

3

Continue access to new products by in-licensing

4

Develop business through selected partnerships and business models

 **Remsima**TM
Infliximab

 **Ritemvia**TM
Rituximab

 **AMGEVITA**[®]
adalimumabi

How to strengthen and grow in OTC business

- 1 Improve customer centricity
- 2 Ensure competitive OTC product portfolio renewal
- 3 Grow with local brands and segments in Scandinavian, Poland and Russia
- 4 Expand business by collaboration arrangements



Specialty Products Business - Solid profitability enables growth investments for Orion's growth initiative

Grow faster than markets

Focused investments to maximise growth opportunities



In-licensing and product acquisitions

- Wide Nordic product offering
- Local brands
- Product and product portfolios in selected segments

Develop and launch products to niche segments

Utilise global market opportunities through out-licensing

OTC and selfcare

Customer centric product portfolio development in Finland

Build strong brands in selected markets

Biosimilars

Be commercial partner of choice



Thank you!