



Generics and Consumer Health

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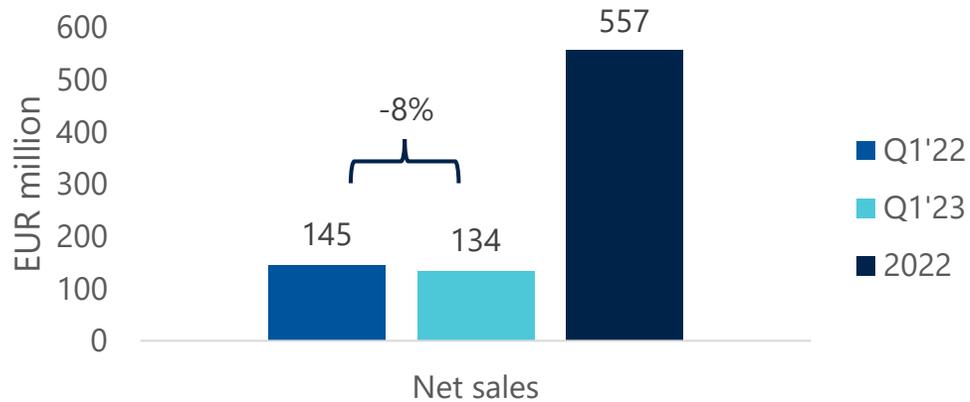
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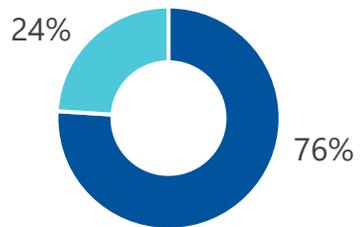
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Overview of Generics and Consumer Health



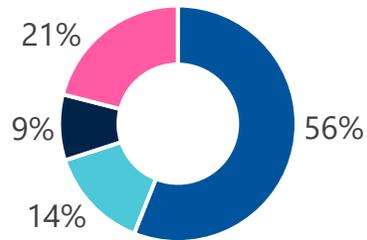
- Our purpose is to create everybody an access to affordable quality medicines, and help individuals to promote their health
- Sales decrease compared to last year due to declining sales in Russia, and increasing competition regarding dexdor and Simdax
- Pricing and service level are the key items in Gx business

Sales split in Q1'23



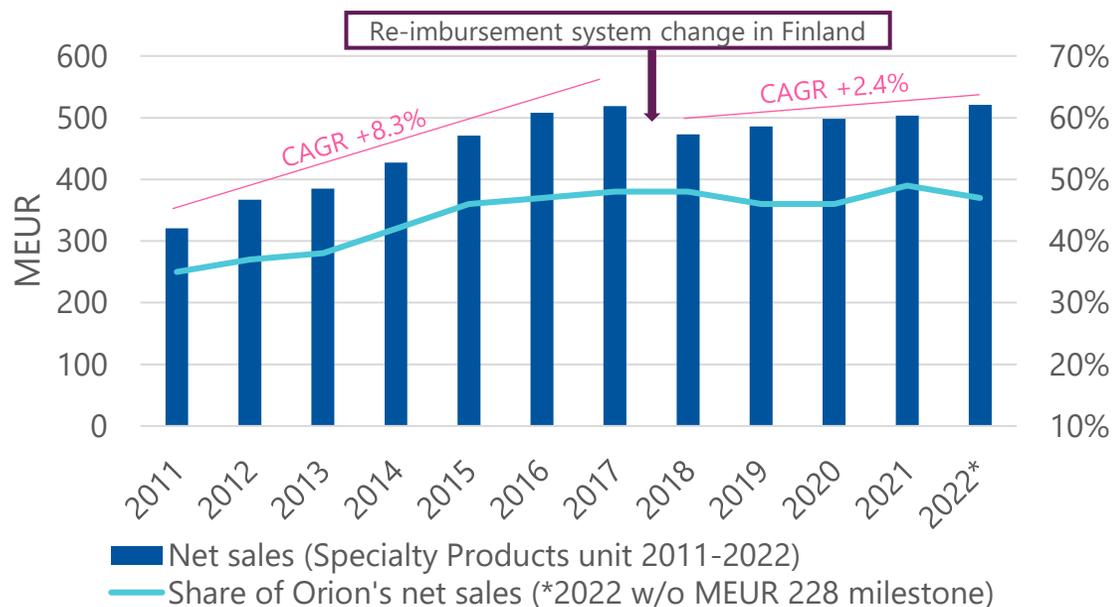
- Generic prescription drugs
- Self-care

Sales split in Q1'23



- Finland
- Scandinavia
- Eastern Europe
- ROW

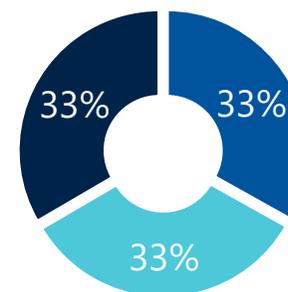
Gx and Consumer Health have been a bedrock of Orion for years



- Showing growth amid declining prices and regulatory changes is an achievement
- Orion growth has been faster than the market

Orion market leader in Finland		
1-12/2022	Orion's market share	Market position
Total sales of human pharmaceuticals	11%	#1
Reference priced prescription drugs (pharmacy channel)	24%	#1
Self-care products (pharmacy channel)	26%	#1

Source: Pharmarket sales statistics 1-12/2022



- Orion's sales split in 2022
- Reference priced prescription drugs (pharmacy channel)
 - Self-care products (pharmacy channel)
 - Other

Source: Pharmarket sales statistics 1-12/2022

Growth requires “Think Bigger” mindset

Limited growth opportunities for current product portfolio and geographic presence



Cherish the current business



Growth from new products to wider sales territories

>50%

Of sales from Finland



External supply chains in an important role



Developing own generics for small markets not economically feasible



Taking advantage from own production requires higher volumes



In-organic growth to expand presence and portfolio to wider territories



Develop own generics to wider territories



More focus on complex generics and value-add products



Increase value chain integrations

Generics and Consumer Health – product segments

Generic prescription drugs – hospital use

- Simdax® and Dexdor® form a foundation of the segment
- Orion’s offering in biosimilars expanding
- New launches through in-licensing and from Amneal collaboration

Key stakeholders



Key hospital accounts

Generic prescription drugs – retail use

- Sales in few key countries in Nordics and Eastern Europe are the bedrock of the segment
- New launches of complex generics and value-add will be corner stones of future growth in all Orion countries

Key stakeholders



Pharmacies

Consumer Health

- Strong portfolio in Finland
- Consumer Health is an attractive market which encourages for portfolio development and territorial expansion

Key stakeholders



Pharmacies



Consumers

Strategic partnership with Amneal creates a significant growth opportunity for GxCH business



- Orion has an exclusive license to commercialise Amneal's generic products in Europe, Australia and New Zealand
- The initial portfolio will include a mix of generic products commercially available in the U.S. today, as well as selected pipeline products currently under development
- Initial products will be registered throughout Europe, Australia and New Zealand starting in 2023, with launches expected over the coming years



Amneal Pharmaceuticals is a fully integrated essential medicines company. The Company has a diverse portfolio of over 250 products in its Generics segment and is expanding across a broad range of complex products and therapeutic areas, including injectables and biosimilars.

Building blocks for growth

Vigorous
product flow

Improved
competitiveness

Territorial
expansion

Continuous renewing and management of product portfolio is required due to the dynamic nature of the business

Key takeaways



1. Unique position in Finland
2. Geographic expansion for further growth
3. Focus on complex generics and value-add products



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