

EUROPE

Integration and Value Creation
Towards Leadership in EU Market



Pinewood Laboratories manufacturing unit at Ireland

Today, Wockhardt is the largest Indian pharma company in the 2nd largest pharma market of the world - the European market. The tactical move has provided us with a space and a competitive edge.

Our strong foothold in Europe is a grand display of our astutely planned strategies and our passion to succeed. With our business insight, we have made pertinent, high-value acquisitions. As we tread the European markets with resolute steps, we are translating opportunities into results.

Today, we are the first Indian company in the European continent with a balanced product portfolio that enables us to maximise opportunities in the region.

WOCKHARDT LARGEST INDIAN PHARMACEUTICAL COMPANY IN EUROPE	
Annualized Sales \$ 400+ mn	54%+ Wockhardt's revenues and 1,500 Wockhardians
Pan Europe presence in major markets	Ground presence in UK, Germany, France, Ireland Accounting for 60% of EU pharma market
Products 200+	Product portfolio of patented and generic products
Presence across the Value Chain	Comprehensive R&D, Manufacturing and Front End capabilities
Negma 4th largest integrated company in France	Pinewood No. 1 Generic company in Ireland
	Wockhardt UK 2nd largest in hospital (UK) segment

NEGMA LABORATORIES: THE DOORWAY TO FRANCE- PATENTED PORTFOLIO IN THE 2ND LARGEST MARKET IN EUROPE

Replete with robust R&D, manufacturing and marketing capabilities, Negma Laboratories is deemed a relevant addition to our list of acquisitions. The company is the fourth largest independent, integrated pharmaceutical group in Europe.



Manufacturing unit at Wockhardt UK, Wrexham



Negma President, Frederic Champavere (extreme left) with members of his team

Today, Negma has already made its distinct mark in key therapeutic segments:

- **Osteoarthritis / Rheumatology:**
Its brand, ART50 is ranked #1 amongst all anti-rheumatic drugs. The brand has also received approval from French Health Agency for the long term symptomatic treatment of osteoarthritis.
- **Phlebotonic:**
Negma's brand, Veinamitol is a leader in venous dysfunction. The company's new product, Veinamitex, an innovative compression stocking line, is widely accepted by doctors as well as pharmacists in the French market place.
- **Arterial Hypertension:**
Brand Nebilox, a new beta-blocker, is successfully co-marketed with Menarini.

Our experience of successful acquisitions has enabled us to leverage our proven strength of integration and quick value creation for Negma as well. A common cultural ethos reverberates amongst Wockhardians across the world. With our eyes set on a unanimous corporate mission, we continuously align our efforts towards a single, common objective.

WOCKHARDT UK MAINTAINS DOUBLE DIGIT GROWTH

Wockhardt UK is one of the top 10 generics companies in UK and the second largest hospital generics supplier. At the end of the bygone fiscal, the company continued with its trend of exhibiting magnificent performance figures.

Each of its business segments - Hospitals, Generics and Exports - recorded impressive growth during 2007. While the Hospitals business displayed a 20% increase, our Generics business grew by 33%. The company also witnessed the successful launch of Nicotine Replacement Therapy (NRT) patches and lozenges. With the transfer of solid dose manufacturing to India and liquid products to Pinewood, the company has optimised its resources.

Today, Oncology is fast emerging as a promising business segment across the world. Consequently, it forms a cardinal area of focus for Wockhardt UK. The company has a broad cancer portfolio comprising:

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- Cytotoxic drugs
 - Disodium pamidronate
 - Opioid analgesics
 - Hyaluronidase
 - Heparin
 - Tamoxifen
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Pinewood Managing Director, Manish Gupta in discussion with his team

PINEWOOD, IRELAND: IN TUNE WITH THE 'WOCKHARDT WAY'

In its very first year of operation after acquisition, Wockhardt has rubbed its effect on Pinewood. Once again, we have lived up to our reputation of turning around acquisitions in a year's time. **During the fiscal 2007, Pinewood, Ireland witnessed an impressive 15% growth, with a 32% increase in its operating profit. The company launched 9 new products in Ireland and 7 new products in the export market.** Moreover, through SAP implementation, we have also succeeded in transforming and substantially integrating Pinewood into Corporate Wockhardt.

7 of the top 10 Pinewood products are ranked #1 whereas the remaining 3 are #2. It is also a market leader in renal business in Ireland, accounting for a market share of 60%. Today, the company holds in excess of 200 prescriptions and over-the-counter formulations, licensed in various markets across the world.



Wockhardt UK Managing Director, Sirjiwan Singh sets out a strategic plan

ESPARMA, GERMANY: MARCHING AHEAD WITH PURPOSEFUL STEPS

Esparma's performance reflects our unwavering determination to succeed. **Despite pricing reforms in Germany, our business recorded a growth of 16%, against the generic decline of 10%. The company also launched as many as 8 new products that contributed 21% to its turnover.** Esparma also recorded an impressive growth in sales across CIS countries during 2007. The strategic launch of Gluco Meter is a judicious deliberation, paving the way forward for other products.