



Press release

STADA: Sebastian Krämer-Bach to take on responsibility for expanded Corporate Communications

Bad Vilbel, 29 September 2016 – STADA Arzneimittel AG is restructuring its Corporate Communications department. In future, the department will be responsible for Group-wide planning and management of STADA's external and internal communications. This includes corporate and product PR, change communication as well as health care policy, corporate social responsibility and sponsoring. At the same time, all of the Group's communication channels will be bundled in the department.

Sebastian Krämer-Bach (42) will take on the newly-created position of Executive Vice President Corporate Communication as of January 1, 2017. He joins the company from Hering Schuppener Consulting, Germany's leading strategic communications advisor, where he was most recently Managing Director in the Frankfurt office. He has extensive experience in strategy communication, company positioning and transaction communication. Before joining Hering Schuppener in 2010, he worked at Dresdner Bank for nine years, most recently as the Head of the CEO Office. Krämer-Bach will report directly to Dr. Matthias Wiedenfels, Chairman of the Executive Board at STADA Arzneimittel AG.

"Corporate communications is a key strategic area for the continued development of STADA", says Dr. Wiedenfels. "I am delighted that we have been able to attract an experienced communications professional in Sebastian Krämer-Bach, who will manage our communication activities with strategic vision and an integrated approach and make us fit for the future."

As part of the restructuring of Corporate Communications, Kay Reubelt, former Head of Public Relations, will move to Investor Relations, which will no longer be part of Corporate Communications in the new organization. "We would like to thank Ms. Reubelt for her many years of successful work and are pleased that she will continue to support us with her knowledge and commitment in future", says Dr. Wiedenfels.

Executive Board: Dr. Matthias Wiedenfels (Chairman) / Helmut Kraft
Chairman of the Supervisory Board: Carl Ferdinand Oetker



About STADA Arzneimittel AG:

STADA Arzneimittel AG is a publicly-listed company with headquarters in Bad Vilbel, Germany. STADA consistently focuses on a multi-pillar strategy of generics and branded products (OTC) with an increasingly international market orientation. The Group is the only independent generics producer in Germany. Worldwide, STADA is represented in more than 30 countries with more than 50 subsidiaries. Branded products such as Grippostad and Ladival are among the highest selling in their product category in Germany. In financial year 2015, STADA achieved Group sales of Euro 2,115.1 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 389.4 million and adjusted net income of Euro 165.8 million. As of December 31, 2015, STADA employed 10.532 people worldwide.

Additional information for journalists:

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