



## Press release

### STADA equips medicines with 2D bar code

#### **First comprehensive introduction of a data matrix code facilitates product management in the pharmacy and supports drug safety**

Bad Vilbel, May 14, 2013 – STADA is the first pharmaceutical company in Germany to introduce 2D bar code labeling for its products on a wide scale. The first product equipped with a data matrix code, Ziprasidon, has been distributed since May 8, 2013. The German pharmaceutical manufacturer's products are being fitted with the new technology step by step.

The data recorded in the code in machine-readable form includes the batch number, expiration date and product number, the so-called central pharmaceutical number. This key identifier is automatically recorded simply by scanning the data matrix code. The upgrade renders more difficult manual entry unnecessary which makes product management in pharmacies substantially easier. At the same time, the 2D bar code makes it possible to increase drug safety in case of product recalls. The affected patients can be more quickly identified and then contacted with no waste of time. This requires that the data is transferred onto the pharmacy's customer card.

“Safety and customer-orientation are top priorities at STADA. The introduction of the data matrix code is the best example of this”, says Dr. Axel Müller, Chief Production and Development Officer at STADA. “In addition to the advantages the code offers to pharmacies and patients, it is also an investment in the future. With the comprehensive introduction of this technology, we are already preparing ourselves for the implementation of the EU directive on falsified medicinal products planned for 2017. The data matrix code will most likely serve as the technological basis for determining the authenticity of individual drug packaging in connection with a unique package serial number. That means we are already positioned to rapidly implement the directive.”



All of the Group's German sales companies will use the 2D bar code, such as STADApHarm and STADA GmbH, but also ALIUD PHARMA, Hemopharm and cell pharm. The data matrix code will be found both on generics as well as the so-called OTC drugs (over the counter), or non-prescription products.

**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 traditionally has a strong presence in Europe and is the only independent generics producer in Germany. Worldwide, STADA is one of the five leading companies in the generics industry and is represented in more than 30 countries with approximately 50 subsidiaries. Branded products such as Mobilat, Grippostad and Ladival are among the highest selling in their product category in Germany. In financial year 2012, STADA achieved Group sales of Euro 1,837.5 million, adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of Euro 367.5 million and adjusted net income of Euro 147.9 million. As of December 31, 2012, STADA employed 7,761 people worldwide.

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