



Press release

Viagra active ingredient patent expiration: STADA Group launches low-cost alternative in the market to treat erectile dysfunction

Sildenafil generic available in pharmacies throughout Germany from Monday

Bad Vilbel, June 23, 2013 – Immediately following the patent expiration of Viagra's active pharmaceutical ingredient, sildenafil, STADA is launching a low-cost alternative in the market for the treatment of erectile dysfunction tomorrow, on June 24, 2013.

Delivery will be carried out in the early hours of the morning in Germany and numerous European countries. In Germany, the Group is initially offering two so-called generics, Sildenafil STADA and Sildenafil AL, which are significantly cheaper alternatives to the original product. They will be distributed by the subsidiaries STADApHarm and ALIUD PHARMA. Beginning July 8, 2013, STADApHarm will round out the range with the product Silda. All of STADA's sildenafil generics are bioequivalent to Viagra and are therefore based on the same active pharmaceutical ingredient and principle as the original product.

“With our sales companies' product launches, we have instantly expanded the range of therapy for men with erectile dysfunction by several alternatives with STADA's well-known high quality”, says Hartmut Retzlaff, Chairman of the Executive Board of STADA Arzneimittel AG. “This is an important step for affected individuals who generally see their situation as a major burden. With our low-cost generics, we are opening up an opportunity for these individuals to gain back the quality of life that they are accustomed to but previously could not afford.”

The delivery of Sildenafil STADA and Sildenafil AL has been meticulously planned and starts in the night of June 24, 2013. The first packages will reach the central STADA warehouse in Florstadt, Germany, in the early morning hours on Monday, and will then be delivered to pharmacies throughout Germany from there. STADA will also use its respective sales companies to launch the sildenafil generic for the treatment of erectile



dysfunction in numerous other European markets starting on Monday. Sildenafil generics will also be available from the STADA Group in Austria, Belgium, Denmark, Finland, France, Ireland, Italy, Luxembourg, the Netherlands, Norway, Sweden, Switzerland, Slovakia, Spain and the Czech Republic.

Sildenafil products sold by STADA in Germany will be offered as film-coated tablets in dosages of 25, 50 and 100 mg. As a special feature, the 100 mg dosage of Sildenafil AL and Silda have a cross-shaped groove so the tablets can be broken into four parts. "We therefore offer products that can be individually tailored to the needs of the patients. We are very happy we were able to fulfill a request communicated to us by numerous doctors in the process", says Retzlaff. Every Silda package will also include a case designed to be inconspicuous so that patients can discreetly carry their medicine everywhere. Silda is therefore the most fully equipped product.

There are four to six million men in Germany alone affected by erectile dysfunction, which is normally somatic in origin. National and international guidelines recommend so-called PDE5 inhibitors, such as sildenafil, which promote blood circulation in the penis. They make an erection possible via response to treatment and sexual stimulation. All PDE5 inhibitors are prescription drugs and are only available with prescription.

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. STADA GmbH, STADApHarm, ALIUD PHARMA and Hemopharm are German sales companies of the STADA Group. 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.

For more information or press photos, please contact:

STADA Arzneimittel AG

Media Relations

D-61118 Bad Vilbel

Tel.: +49(0) 6101 603-165

Fax: +49(0) 6101 603-506

e-mail: press@stada.de