



Press release

STADA website in new guise: Quicker access to the right information with a new design and smartphone optimization

Bad Vilbel, Thursday, June 27, 2013 –The new web page of the STADA Group recently came online. The revised design and the changed information structure of www.stada.de and www.stada.com allow intuitive navigation and even quicker access to individually relevant information. Thanks to content optimized for smartphones and tablets the central contents can now also be accessed by users on the go.

The new web page will make it possible to experience the STADA brand's standards of quality and service orientation at an emotional level. Not only the corporate area but also the brand presences such as www.mobilat.de, www.ladival.de or www.grippostad.de have been fundamentally revised. The brand Hoggar now also has its own website at www.hoggar.de. A new style guide which creates proximity and in which the focus is on the person, ensures a more emotional approach to the target groups. An interactive product finder shows the diversity of the STADA product portfolio and allows quick access to product-related information.

"The enormous diversity of information on the Internet and the constantly increasing number of users place increasingly high demands on a company's website. In view of this, characteristics such as user-friendliness and clarity are the focus of the new conception so that the visitors to our website can purposefully and quickly find the information that is relevant to them. In addition, the new visual appearance ensures increased emotionality in addressing our target groups", says Stefanie Dölz, Manager of Communications Online at STADA and responsible for the new web page.

The relaunch of the STADA website was conceived and implemented together with the international agency plan.net.



An overview of the new STADA websites:

www.stada.de
www.stada.com
www.grippostad.de
www.ladival.de
www.curazink.de
www.magnetrans.de
www.hoggar.de
www.mobilat.de
www.multilind.de
www.locabiosol.de
www.colors-of-love.de

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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