



## Press release

### Aidan Fry joins STADA's corporate communications team

**Bad Vilbel, February 10, 2020** – STADA Arzneimittel AG has appointed Aidan Fry to the newly-created position of Director of External Communications, with effect from 1 February 2020. Aidan Fry was most recently Executive Editor of Generics Bulletin, a leading trade publication for the global generic, biosimilar and value-added medicines industries.

Frank Staud, STADA's head of Global Communications, says: "With Aidan's addition, STADA continues to build the best team in the industry also in terms of Corporate Communications. Aidan's extensive knowledge of our two core strategic pillars, Generics and Consumer Health, will ensure that we effectively convey to all stakeholders STADA's mission of caring for people's health as a trusted partner."

Having previously spent five years reporting on the global consumer healthcare industry at OTC Bulletin, Aidan Fry led the editorial team at Generics Bulletin since the publication's foundation in 2003. In this role, he established a unique network of senior executive contacts throughout the pharmaceutical industry and distribution channels.

Commenting on his appointment, Aidan Fry states: "STADA stands out amongst its industry peers by consistently outperforming the market average. Given the company's recent flow of acquisition and business development activities, ranging from biosimilars through to attractive OTC brands, I am confident that this success story will continue."



**About STADA Arzneimittel AG**

STADA Arzneimittel AG is headquartered in Bad Vilbel, Germany. The company focuses on a two pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription consumer health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 120 countries. In financial year 2018, STADA achieved adjusted Group sales of EUR 2,330.8 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 503.5 million. As of December 31, 2018, STADA employed 10,416 people worldwide.

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