



Press release

Nico Reinhold new Global Head of Digital Communications at STADA

Bad Vilbel, November 19, 2020 – STADA Arzneimittel AG has appointed Nico Reinhold to Director Digital Communications. He is globally responsible for the Group's digital communications. His focus will be on further developing and implementing STADA's content and channel strategy as well as its governance function in Corporate Communications. Frank Staud, Executive Vice President Global Communications, says: "With Nico, we are getting an expert for social media and digital communications on board. He is an excellent addition to my global management team, in which Martina Hientz is responsible for internal communications and Aidan Fry for external communications".

STADA has recently laid new ground in digital communication. As a first for a pharmaceutical company, the press conference for the "STADA Health Report" was broadcast live from the new STADA TV studio via LinkedIn. "With the experience of Nico Reinhold, we will take a big step towards our goal of positioning STADA as a 'go-to partner in European Healthcare' in the digital arena. His comprehensive knowledge of digital communication will ensure that our corporate purpose of 'Caring for People's Health as a Trusted Partner' will be even better perceived by the public," said Staud, pleased with the new addition.

Nico Reinhold adds: "STADA stands out through its above-average growth. I am pleased to become part of this agile company. Together with our team, I will further develop our digital communication globally to deliver on STADA's purpose."

Nico Reinhold spent 13 years in the communications department at Deutsche Bank, where he was jointly responsible for digital content and channels globally. Most recently, he was in

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charge of digital communications at Aareal Bank. He has extensive knowledge in leading international social media teams, creating digital communication strategies, managing global channels and implementing governance requirements in the context of digital transformation.

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 2019, STADA achieved adjusted Group sales of EUR 2,608.6 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 625.5 million. As of December 31, 2019, STADA employed 11,100 people worldwide.

Additional information for journalists:

STADA Arzneimittel AG
Media Relations
Stadastrasse 2-18
61118 Bad Vilbel - Germany
Phone: +49 (0) 6101 603-165
Fax: +49 (0) 6101 603-215
E-Mail: press@stada.de
Or visit us on the Internet at www.stada.com/press

Additional information for capital market participants:

STADA Arzneimittel AG
Investor & Creditor Relations
Stadastrasse 2-18
61118 Bad Vilbel – Germany
Phone: +49 (0) 6101 603-4689
Fax: +49 (0) 6101 603-215
E-mail: ir@stada.de
Or visit us on the Internet at www.stada.com/investor-relations

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