

GRÜNENTHAL GROUP

Press Release



Mark Fladrich takes office as the new CCO of the Grünenthal Group

- **Responsibility for the entire Global Commercial Organization**
- **Strengthen the interface between Commercial and Research and Development (R&D) to support market driven development**

Aachen, Germany, September 1, 2017. The Grünenthal Group today announces that Mark Fladrich has taken office as new Chief Commercial Officer (CCO). Grünenthal is an entrepreneurial, science-based pharmaceutical company specialized in pain, gout and inflammation headquartered in Aachen, Germany. In his last appointment Mark Fladrich served as Area Vice President, Southern and Western Europe for AstraZeneca.

The 57-year-old Australian brings a broad variety of expertise to Grünenthal – from in-market knowledge to regional and global sales and marketing roles. Mark Fladrich has almost 30 years of experience in the pharmaceutical industry. This includes large country management roles with AstraZeneca in Germany and Australia/New Zealand with over \$1 billion of sales revenue in each country under his responsibility. He was also globally responsible for all phase III products and promoted brands and for providing commercial input into R&D for all stages of clinical development.

At Grünenthal, he assumes responsibility for the entire Global Commercial Organization. His aspiration is to bring the Global Commercial functions closer to the markets and to foster the interface between Commercial and R&D. A close collaboration will strengthen customer- and market-driven development. Another objective will be the focus on the increasingly challenging payor- and data-driven environment by further building Grünenthal's strategic marketing, market insights and medical affair capabilities.

“I am excited to join Grünenthal. The company has a great track record of bringing innovative medicines to the market”, Mark Fladrich comments. “The key to the company's future success will be excellently prepared and executed launches – ensuring that marketing, sales, market access and medical strategies are well coordinated with the overarching aim to bring our medicines to as many patients who need them as we can.”

“With Mark, we gain an experienced and passionate commercial leader with strong business expertise, entrepreneurial spirit and a proven experience in working closely with an R&D organization. We are delighted to welcome Mark Fladrich as a new member of the Corporate Executive Board. He will be a major contributor to our ambition to deliver four to five new products to patients in diseases with high unmet needs and to reach annual revenues of € 2 billion by 2022”, Gabriel Baertschi, CEO of Grünenthal, says.

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About Grünenthal

The Grünenthal Group is an entrepreneurial, science-based pharmaceutical company specialized in pain, gout and inflammation. Our ambition is to deliver four to five new products to patients in diseases with high unmet medical need by 2022 and become a €2 bn company. We are a fully integrated research & development company with a long track record of bringing innovative pain treatments and state-of-the-art technologies to patients. By sustainably investing in our R&D above the industrial average, we are strongly committed to innovation.

Grünenthal is an independent, family-owned company headquartered in Aachen, Germany. We are present in 32 countries with affiliates in Europe, Latin America and the US. Our products are sold in more than 155 countries and approx. 5,500 employees are working for the Grünenthal Group worldwide. In 2016, Grünenthal achieved revenues of approx. € 1.4 bn.

More information and pictures: www.grunenthal.com

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