



POLIFARMA 100 CUM LAUDE

A CENTURY SPENT IN THE FUTURE



Illmo Signor Preside
del Tribunale Civile e Penale

Roma

Si richiama la vicinanza e la
a norma di legge del presente Libro di
Soci appartenenti alla Società Anonima
Prodotti Chimici "Zodiac",

Roma 14 ottobre 1919

Lonlotto



Polifarma history began one hundred years ago, in 1919, in Rome, Italy.

In one hundred years Polifarma has witnessed a deep change of the society and the market. Indeed, new companies have been founded and other competitive products have been launched and developed.

Year after year, Polifarma has treasured its experience, put the work done to good use and known how to interpret the needs of their partners and customers. Polifarma people were able to design winning strategies which allowed them to overcome difficult times, giving them the authority that distinguishes them today.

The quality of the Scientific Information conveyed to the medical profession, combined with innovation and a strong spirit of sharing experiences, are now Polifarma's strengths: a Company esteemed and recognized by all players in the sector.

In 2019, the year the Company celebrated their centenary, all of us who work here felt part of something that, before anything else, had invested in people, in their responsibility, their commitment and their desire to be there; the same values the Company was founded on.

Even in a fast and fragmented world, made up of micro moments and of a huge number of different companies, some things never change.

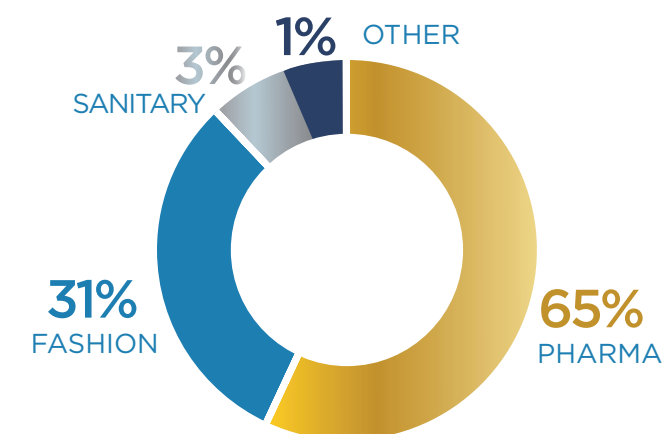
THE FINAL GROUP

Since June 1999 Polifarma Spa has been part of the Final Group, an important holding Company founded by one of the most famous and respected names on the Italian pharmaceutical scene, Luisa Angelini, who currently holds the position of President.

The Group was founded with a strong focus on the pharmaceutical sector but over time it has managed to extend itself to become a leading player in various product sectors such as sanitary, fashion, wine and luxury residences.



**THE FINAL GROUP:
STRATIFICATION % OF TURNOVER**



ONE HUNDRED YEARS OF EXCELLENCE

A benchmark in the Italian pharmaceutical sector and an international guarantee, Polifarma Spa is a certainty for those who choose a commitment to a better quality of life.

Since 1919 the Company has been a reliable partner in the marketing of drugs, producing a wide range of specific products for the treatment of numerous diseases, establishing itself in a significant way in different therapeutic areas: cardiovascular, CNS and family medicine, and for the last few years also gastroenterology and ophthalmology.

For one hundred years, specialized skills and the search for innovative, effective and quality solutions, have led the Company to gain recognized experience at all levels.

A COMPANY OF PEOPLE, FOR THE PEOPLE

Attention to people is one of the main values that guide the Company philosophy. Then, orientation to results, dynamism, innovation and a solid corporate social responsibility. Values that are strongly shared by the Company and by each individual who is part of it, which reinforces the sense of belonging to a Company that aims to grow while respecting human values.



FROM 1900 TO TODAY: ONE HUNDRED YEARS OF POLIFARMA

Early 20th century

- **Zodiac was founded** and the local distribution began.

- **Zodiac became Polifarma:** the project expanded and took on a national scale.

The 40s to 50s

- The launch of an **innovative drug in the CNS area** generated a strong development.
- A **new production site** was created, the **External Operative Force** grew and the **turnover increased**.

The 60s to 70s

- The Company signed important **partnership agreements with multinationals** to launch new molecules in the cardiovascular, gastroenterology and allergy areas.
- **Enhancement of the sales force** lead to **growth in National Ranking**.

The 80s to 90s

- Despite the **difficult period of the Italian healthcare market**, the Company kept evolving thanks to **new strategic plans**.
- **Ms. Luisa Angelini took over the leadership of the Company**, giving a great boost to the organization: an important **turnover evolution began**.

The 90s-2000s

- Turnover went **from 40 to 18 M €**
- **The Company invested in the OTC/Cosmetics area** to increase their presence in the Pharmacy channel.
- The loss of the Ramipril patent **reduced turnover volumes by 42%** due to the entry of generic drugs on the market.
- The Company reacted with a **new strategy:** organization and **national coverage**, expansion of **products not reimbursed by the National Health Service**, increasing the **medical audience** and investments in **new technology**.

2000- 2010

- Thanks to the new strategy, the Company achieved **important goals**:
 - **10 product launches/** new projects
 - Increases in turnover **from 19 to 55 M €**
 - Shift of the turnover of the **reimbursable range from 90% to 29%**
 - Over **25 M € invested**
 - Launch of the **Digital Project**
 - Reinforcement of the **Ophtalmology project**
 - Launch of **two new products**

2010- 2020

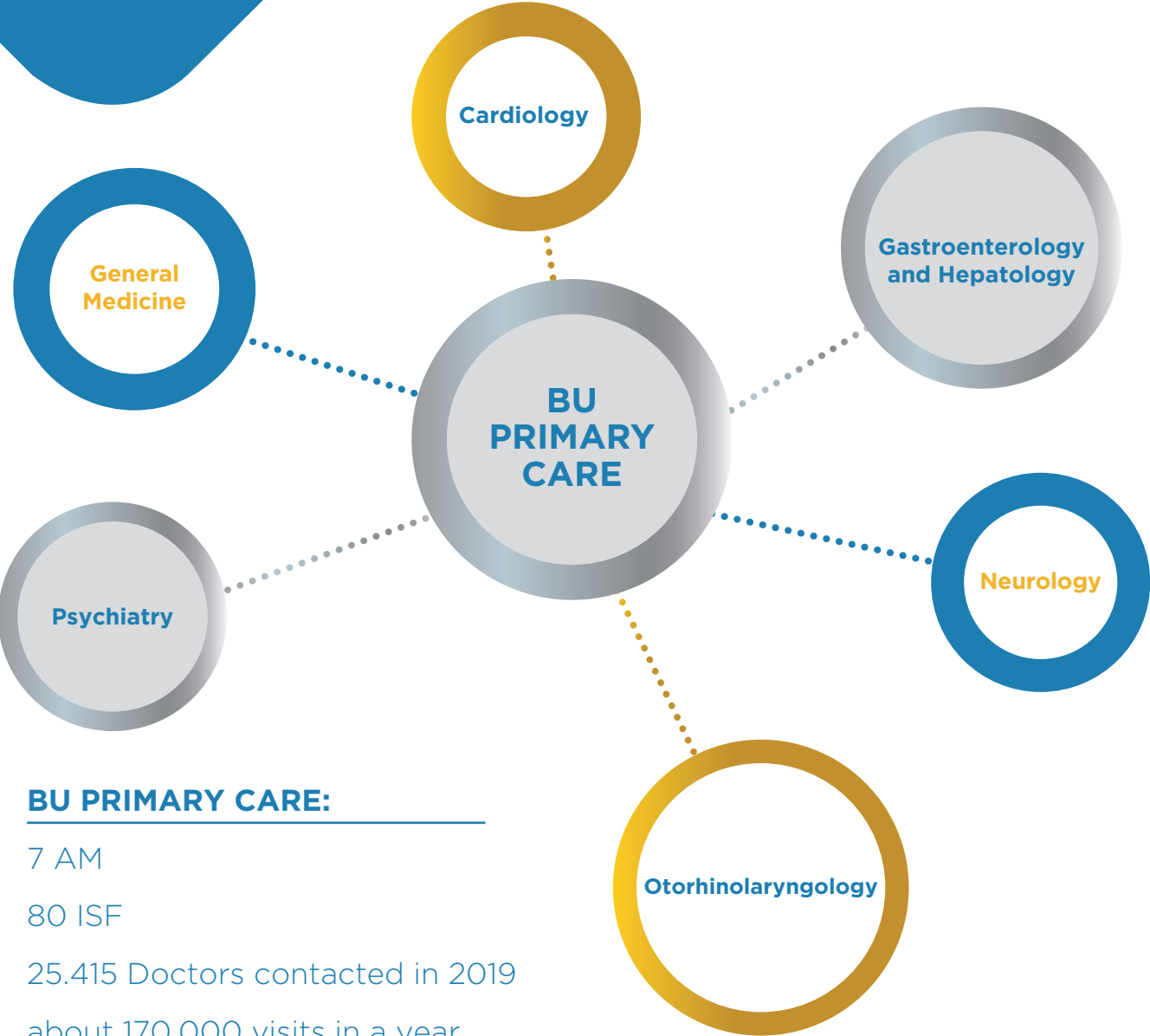


A FLEXIBLE STRUCTURE

The Company has an extensive network of Pharmaceutical Sales Representatives that bring quality and expertise to the Italian medical profession. In 2005, Polifarma's field force activities obtained their first Quality Certification, recognition that highlights the commitment to fairness and control of business processes. The flexibility of the internal structure makes the decision-making processes direct, rapid and shared, and able to guarantee reactivity and real time action to deal with market changes.



THE COMPANY STRUCTURE IS DIVIDED INTO
4 BUSINESS UNITS:
Primary Care, Ofta, Corporate - Mature, Export.



BU PRIMARY CARE:

7 AM
80 ISF
25.415 Doctors contacted in 2019
about 170,000 visits in a year

BU OFTA

3 Area Managers
33 REPs
about 66,000 visits
in a year

Doctors contacted in 2019 Ofta	% versus universe
Ophthalmology	5,87384%

BU CORPORATE - MATURE

A transversal service Business Unit, supporting the other BUs, which includes the Digital, Trade, Sales Force effectiveness functions and the Hospital Tenders Management

Doctors contacted via Digital tools in 2019

Direct interaction with medical class	+20K All the specialties
Websites views	+400.000
Impressions	6.689.900

Data updated to december 2019

BU EXPORT
14 products marketed abroad:
AREA CARDIO
QUARK®
IDROQUARK®
PRESSURAL®

AREA GASTRO
DIGERENT®
FOSFORILASI®
ISOCOLAN®

AREA OFTA
KETOFTIL®
BLEFARETTE®
LISSAGREEN®

AREA CNS
CENTRUM/KENTRON®
COMPENDIUM®

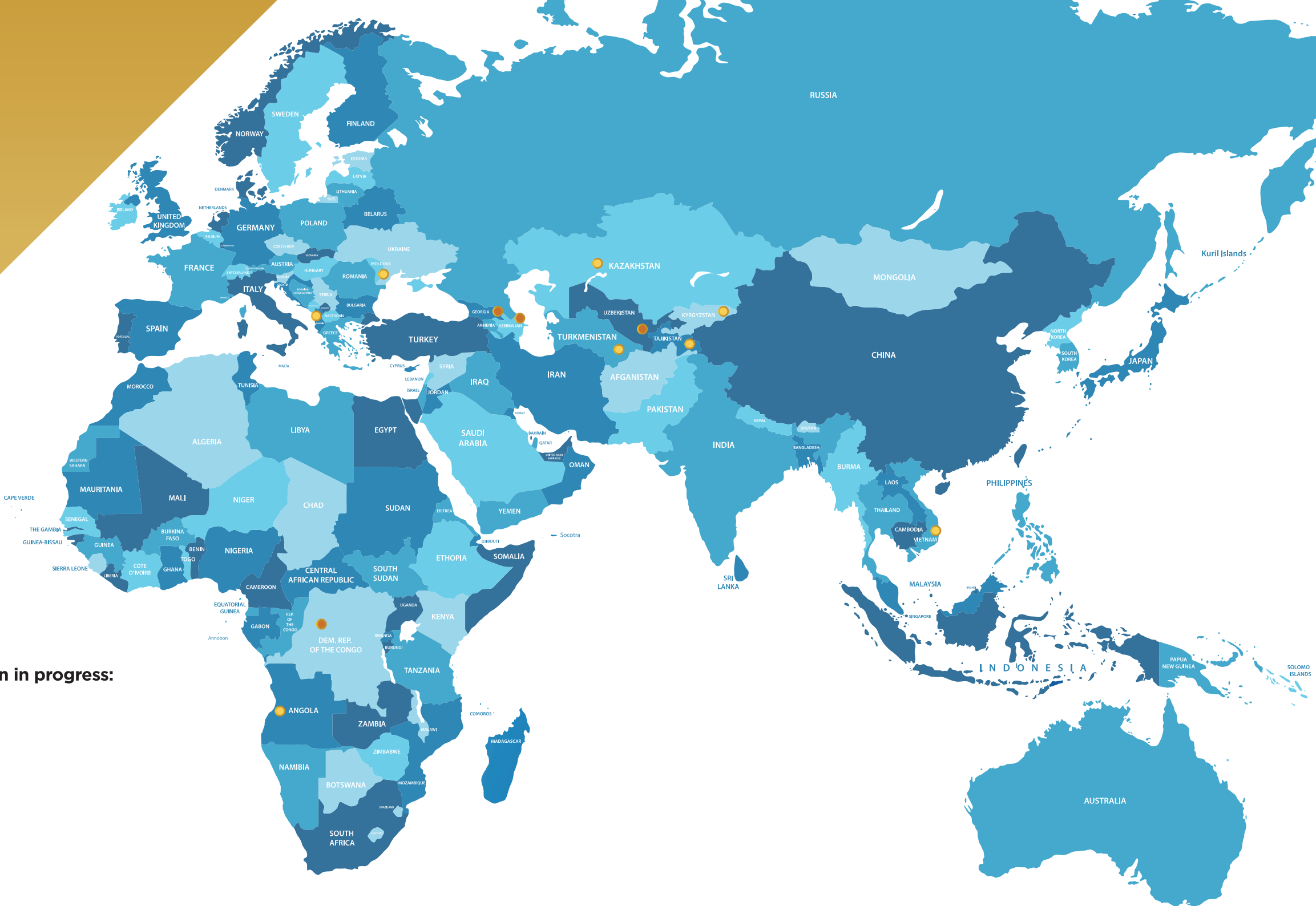
FOOD SUPPLEMENT
OTOFISK®
TOKABER PLUS®
ISCHELIUM®/
NEURO CENTRUM®

Polifarma branches:

- Azerbaijan
- Georgia
- Democratic Republic of Congo
- Uzbekistan
- Albania

Polifarma expansion in progress:

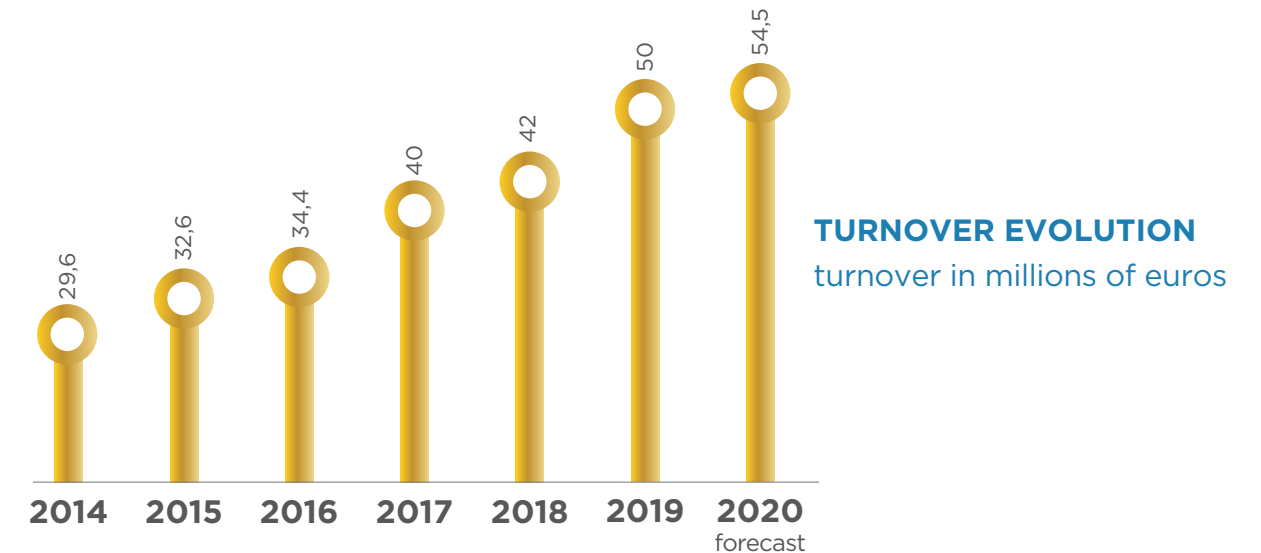
- Angola
- Kazakhstan
- Moldova
- Kyrgyzstan
- Tajikistan
- Turkmenistan
- Vietnam



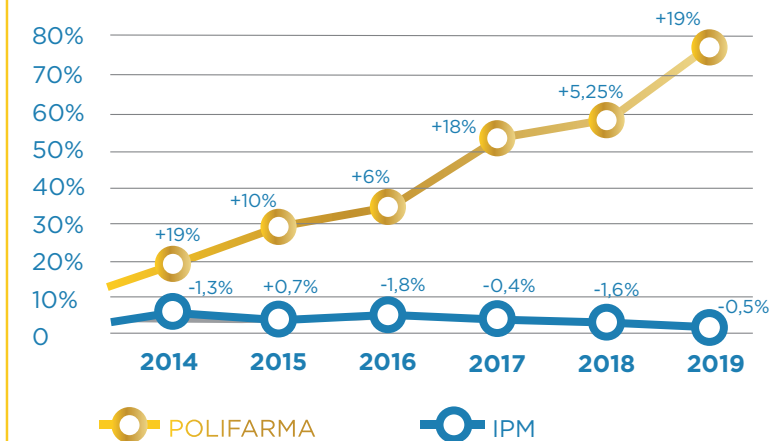
TURNOVER EVOLUTION

Although the growth of the Italian pharmaceutical market appears to be quite steady, Polifarma's turnover has grown strongly, especially over the last decade. The growth objectives were achieved thanks to several key factors:

- extension of partnerships with third-party companies to manage, launch and purchase new products
- 'Change Management' process launched in 2013
- product differentiation and a strong impulse to invest in individual projects

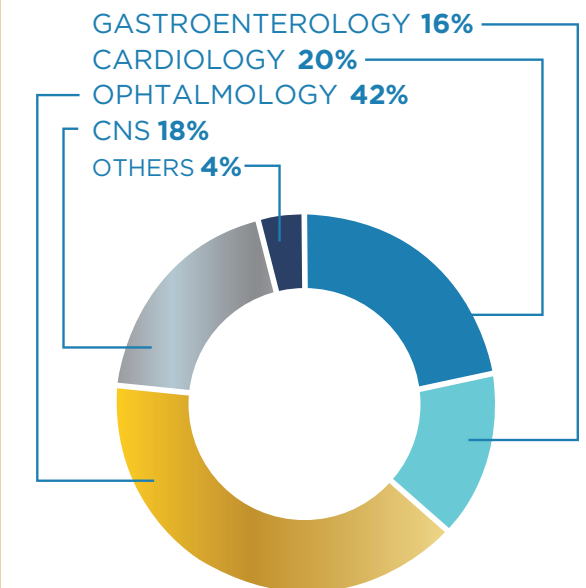


POLIFARMA TURNOVER ON THE ITALIAN PHARMACEUTICAL MARKET









This graph is intended to identify a trend logic








TURNOVER BY THERAPEUTIC AREA 2020






PRODUCTS BU OFTA

PRODUCT	MOLECULE	CLASS
 BLEFARETTE	Non-foaming Detergent	Med Dev.
 BLEFARETTE MED	Non-foaming Detergent	Med Dev.
 BLEFARETTE BABY	Non-foaming Detergent	Med Dev.
 BLEFARETTE SENSITIVE	Non-foaming Detergent	Cosm.
 LISSAGREEN	1,5% Lissamine green in eye drop solution	Med Dev.
DICLOFTIL	Diclofenac	C
HEPARIN	Sodium heparin	C
LACRINORM	Benzalkonium Chloride + Polyacrylic Acid	C - OTC
LICOFOR	Lycopene, Vitamin C, Vitamin E, Lutein, Zeaxanthin, Omega 3, Omega 6, Lipoic acid, minerals	Food Supp.
LICOFOR PLUS	Lycopene, melatonin, reishi, lutein, Zeaxanthin, Vitamin B, Vitamin D, minerals	Food Supp.
MACULIFE	Fish oil, Vitamin E, C, Tocotrienoli, Zinc, Copper, Tegete e.g.	Food Supp.
OFTACORTAL	Dexamethasone sodium sulfate	C
VISIONORM	Vitamin C, E, Zinc, Selenium, Melatonin, Tegete peeps e.g., Blackberry e.g.	Food Supp.
VITREOLIFE	Vitamin B2, B6, B1, B12, L-lysine, L-arginine, L-carnitine	Food Supp.
XILOIAL	Hyaluronic Acid + TS Polysaccharide	Med Dev.
DROPTIMOL	Timolol Maleato	A
INTRACINOL	Triamcinolone acetonide	H
MIOVISIN	Acetylcholine Chloride	H
LIDOCAINE	Lidocaine	H
 KETOFTIL	Ketotifene fumarate	C-SOP
COLBIOCIN	Chloramphenicol + colistimethate sodium + Tetraciline	C
PENSULVIT	Tetracycline/sulfamethylthiazole	C
GENTICOL	Gentamicin sulfate	C
STRONG MIRTHYLENE	Blueberry hydroalcoholic dry extract at 25% of anthocyanidins	C

PRODUCTS BU CORPORATE - MATURE

PRODUCT	MOLECULE	CLASS
 CENTRUM	Citidine + Uridine	C
CEPIM	Cefepime	A
 QUARK	Ramipril	A
 IDROQUARK	Ramipril + hct	A
 FOSFORILASI	Compl. Vit. B	C
 PRESSURAL	Indapamide emydrate	A
AMLOPOL 5	Amlopidine	A
CARDIOVASC	Lancanidipine hydrochloride	A
 OTOFISK	Ginko Biloba + Alpha Lipoic Acid + Trans Resveratrol	Food Supp.
 TOKABER PLUS	Bergamot + Olea + Choline Bitartrate + Zinc acetate	Food Supp.

PRODUCTS BU PRIMARY CARE

PRODUCT	MOLECULE	CLASS
ARLEVERTAN	Cinnarizine + Dimenidrato	C
BETIGO	Betahistine	C
STILIDEN	Paroxetine	A
ZOLPREM	Zolpidem	C
 COMPENDIUM	Bromazepam	C
ATOVER	Enalapril + Iercanidipine	A
 DIGERENT	Trimebutina	C
 ISOCOLAN	Polyethylene + salts	C
VERTASE	Citicoline (cognizin), bioflavonoids from citrus fruits, extracts of lemon balm and ginger	Food Supp.
RINOCEL	Hyaluronic acid, carboxymethylcellulose, vegetable glycerol, phosphoric acid	Med. Dev.
LEGALON	Silymarin	C
LEGALON E	Silimaryn + vitamin E	Food Supp.
CERUFREE	Purified water, sodium lauroyl sarcosinate, Propylene glycol, phenoxyethanol, potassium sorbate, sodium benzoate, Sodium Chloride, Citric Acid	Med. Dev.

DAL 1919 IL NOSTRO IMPEGNO È COSTANTE, PER UNA MIGLIORE QUALITÀ DELLA VITA.
POLIFARMA SPA, AZIENDA FARMACEUTICA ITALIANA.

POLIFARMA OFTALMOLOGIA

L'esperienza di quasi cento anni di farmaceutico, un portfolio prodotti maturo e consolidato ed importanti accordi siglati con Aziende note alla classe medica oculistica sono gli elementi da cui partiamo per celebrare l'inizio di una nuova storia: **Polifarma in area oftalmologia.**

SIAMO ACCANTO AI PAZIENTI PER SUPPORTARLI NELLA RICERCA E NELLA COMPrensIONE DELLE PATOLOGIE DI LORO INTERESSE.

Polifarma nelsonno.it

Approfondimento dedicato
Insonnia e Disturbi del sonno



zolpre
Zolpidem 10 mg/ml

Disturbi del sonno: le donne ne soffrono maggiormente?

I disturbi del sonno sono molto più comuni nelle donne rispetto a quanto si pensasse e i sintomi spesso interferiscono tra lavoro e sonno.

[CONTINUA A LEGGERE](#)

Ultimi aggiornamenti

Trattamento farmacologico in caso di comorbidità tra disturbi dell'umore e ...
Videointervista al Prof. Alessandro Serretti

Correlazione tra ansia, insonnia e depressione
Videointervista al Prof. Alessandro Serretti

Validazione come valore dell'insonnia
Questionario di autovalutazione della percezione che l'insonnia influisce sulla vita quotidiana.

Diagnosi di insonnia: spunti di intervista al paziente

Spesso l'insonnia non viene identificata tempestivamente. La causa del mancato riconoscimento dell'insonnia dipende dal fatto che più della metà dei pazienti affetti da insonnia tende a non riferire il disturbo al proprio medico curante. Uno studio dell'Organizzazione Mondiale della Sanità ha riscontrato che meno del 50% degli insonni viene identificato dal proprio medico di base e diversi altri indagini hanno confermato che il non riconoscimento dell'insonnia si esprime in due terzi dei pazienti che ne sono affetti.

[CONTINUA A LEGGERE](#)

POLIFARMA: A SMART PHARMA COMPANY

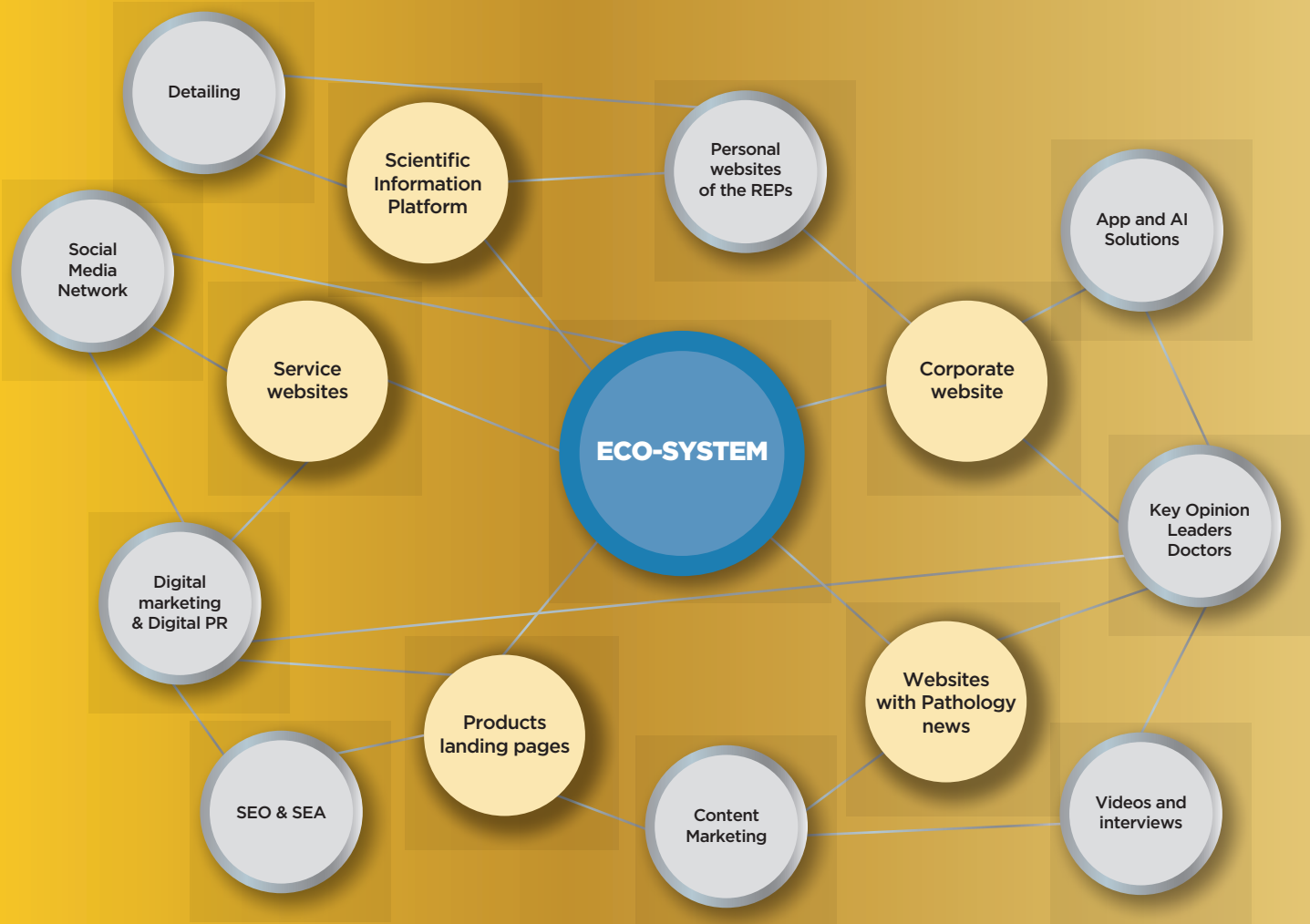
The advent of the digital era and the new technologies has changed the dynamics and characteristics of all industries, even those in the health sector. In Italy, doctors and professionals actively participate in the digital transformation and are getting involved by changing their professional habits towards a digital-oriented approach. Indeed, nowadays doctors consult online resources every day more than once, and the information found on internet have a significant influence on their clinical decisions. Meeting the new needs of doctors, which emerged after the advent of the digital transformation in the health sector, has been Polifarma's mission for the last three years.

"Polifarma is one of those Companies that identified a strategic key for their development in the digital area and they have chosen to exploit it to remain protagonists of the future of health."

POLIFARMA DIGITAL ECOSYSTEM

- In the "medical scientific information" context, the Closed Loop Marketing allowed the doctors visited by Polifarma REPs to:
- choose the channel closest to their habits
 - select the information they wish to receive
 - obtain educational information very quickly and in a hyper-personalized way
 - remember products easily, thanks to the transmission of more appropriate information
 - share continuous and preliminary feedback. In this way Polifarma can always provide useful contents

The Polifarma digital eco-system is an IT infrastructure that helps the company to be always in contact with doctors, providing useful contents for their daily work. Moreover, the company is able to constantly monitor the growth of prearranged metrics thanks to the analysis of data generated by the eco-system.



Social Media Network



Followers	+13.000
Impressions	+303.000
Interactions	+15.000

Data collected from March to December 2019



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