

# Gedeon Richter's presence in China

Achievements and challenges

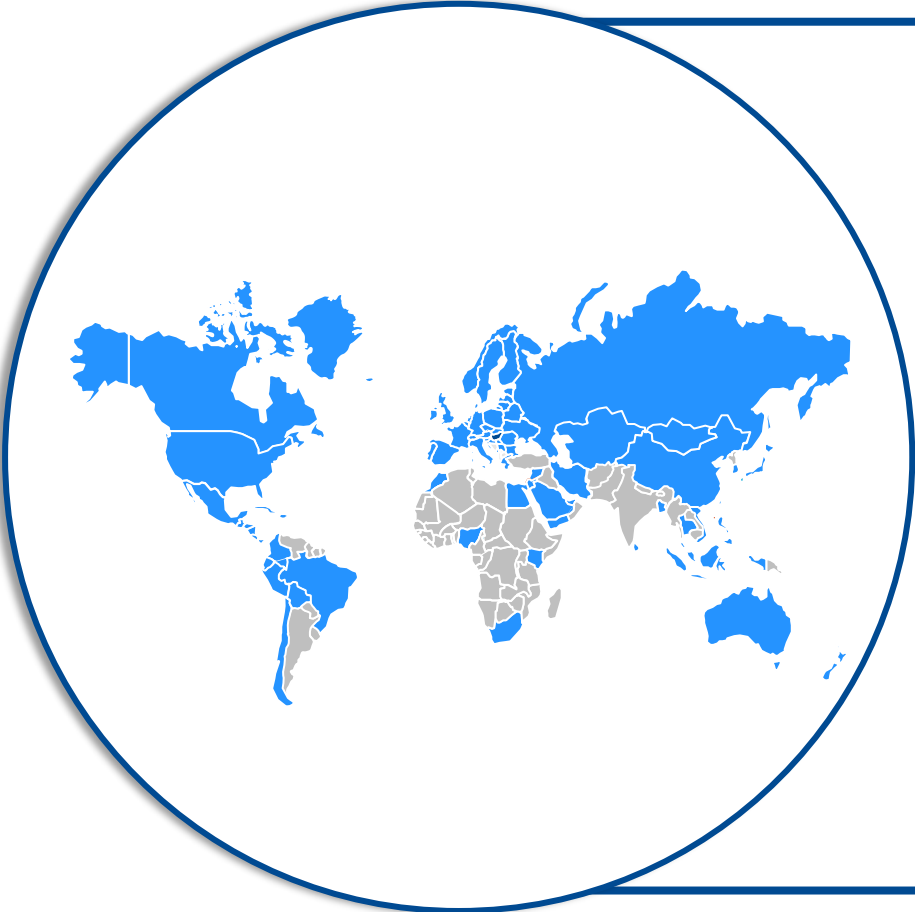
**Gábor Orbán**  
Chief Executive Officer

10 May 2024



# Gedeon Richter committed to improve health and quality of life globally

Innovation driven global specialty midpharma company based in Hungary



Among top 5  
in Women's  
Healthcare  
in EU



46th  
best selling  
drug in the USA



Unrivalled  
biotechnology  
capabilities in  
the CEE region



2800  
products



Sustainability  
in focus in our  
activities



2 billion €  
Pharma sales  
revenue in 2023



Over  
11 500  
employees



Listed on the  
Budapest Stock  
Exchange



10 % of  
turnover  
spent on  
R&D



Headquarter  
in  
Budapest

# Gedeon Richter's presence in China

As the biggest Hungarian exporter to China, our partnership started more than 100 years ago

- GR's sales & marketing network covers **31 provinces and 348 cities**
- Our product is the **fastest growing emergency contraception** in China with **15% market share**
- **SHE Healthcare acquisition** strengthened e-commerce and digital marketing capabilities
- Rapid success in online sales with **internet hospitals**
- **Strategic cooperation** with **Baidu Health**

## GR locations in China

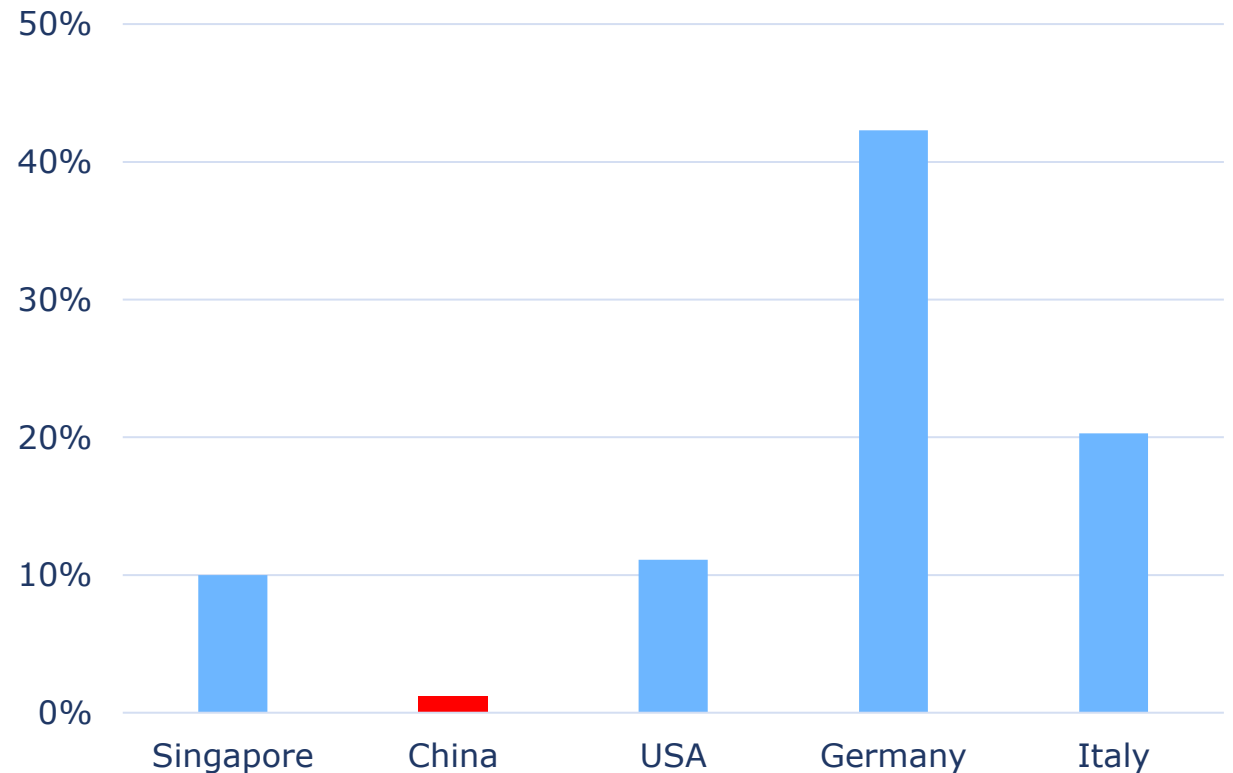


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# Rising health consciousness provides a unique opportunity to expand our operations

- Huge potential in **Oral Contraception and HRT market**
- **Rising** awareness and consciousness of **contraception** in the Chinese population
- GR is in negotiations for **new original products** and the launch of new products are underway

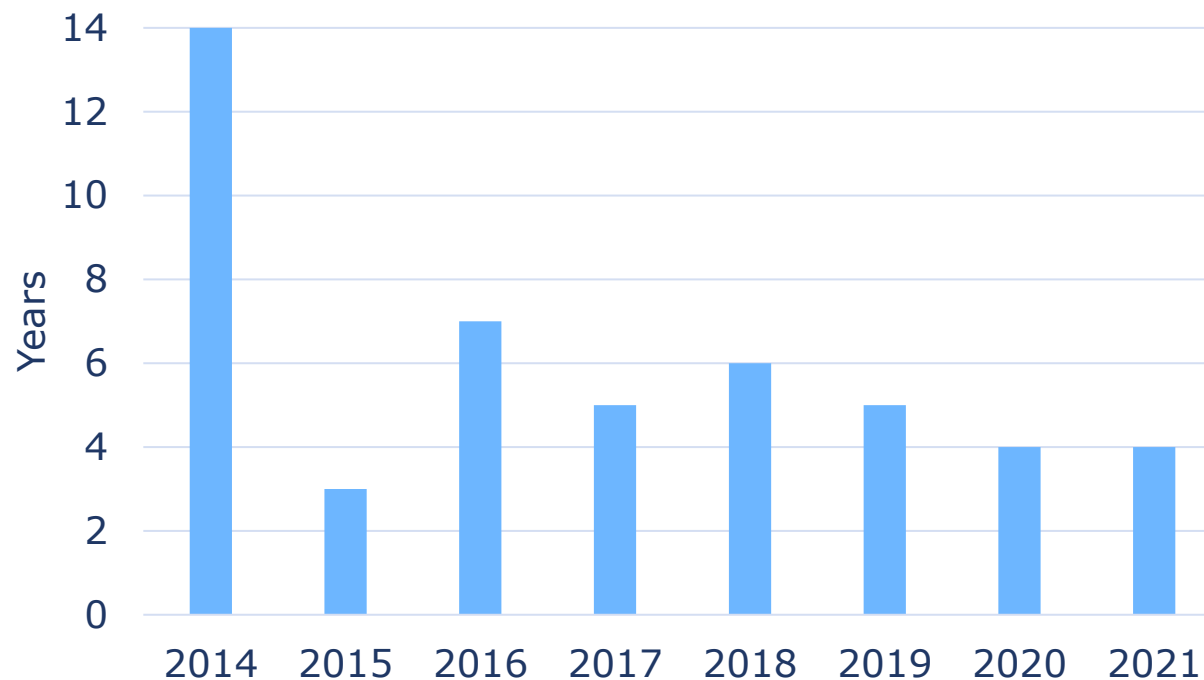
## Huge potential and low penetration compared to other countries



# Stronger cooperation between Chinese and Hungarian regulatory authorities would benefit both countries

Regulatory challenges makes it difficult to expand our activities to help Chinese patients

- **Regulatory framework** improved significantly but there are remaining challenges
- **Long delays** in marketing authorization decisions
- Chinese manufacturers to meet the ever-tightening **manufacturing requirements**
- **Chinese raw materials** are available in high volume and fair prices, but **concentrated sourcing carries huge risks** (one of the key learnings of COVID)



**Policy reforms shortened the average lag time between US and China for the imported drugs, however there are still room for improvement**