

03/2018

ALL-IN-ONE MAGAZINE

PHOENIX group



BRNO

NEW PHOENIX group warehouse
opened in Brno, Czech Republic

COOPERATION

Partnership Meeting with Mylan /
Strategic Workshop with Sanofi

DIGITALISATION

Nomeco Healthcare Logistics
launches new document portal

one
ALL IN
a PHOENIX service



Dear reader,

More and more of our industry partners realise the value of working together with us in Europe since we can help them to increase their revenue by joining a partnership with PHOENIX group.

The European healthcare market is far away from being uniform: With our unique coverage, strong local expertise and unparalleled access to over 14,000 pharmacies, we know every market and can help you reach your goals throughout Europe.

Our database allows us to give you almost real-time insight into patient behaviour with our Business Intelligence products. The PHOENIX pharmacy network is your entry key into patient programmes with our Patient Services offer and with the new warehouses in Brno (CZ) and Køge (DK), we expand our international healthcare logistics solutions.

Looking forward to cooperating with you!

Kind regards

Stefan Jung

Commercial Head of

Corporate Pharma Services, PHOENIX group



BUSINESS
GROWTH



LOWER
COSTS



OPTIMISED
PROCESSES



SIMPLICITY

ALL IN **one**
a PHOENIX service

EUROPE

- 3 PHOENIX group continues growth in Q1/2018
- 4 First European Partnerships Meeting with Mylan
- 5 Workshop with Sanofi in the Balkan Region

COUNTRIES

- 6 Austria: New storage service for pharmacies
- 7 Czech Republic:
New Brno warehouse officially opened
- 8 Sweden: Tamro AB at "Almedalen week"
- 9 Croatia:
Patient awareness program in ADIVA pharmacies
- 10 Balkan Region:
German-Serbian Chamber of Commerce visits hub in Belgrade
- 11 Denmark: Nomeco Healthcare Logistics starts new online document portal

ALL-IN-ONE NEWSFLASH

- 12 Don't fry day in Norway // BENU Hungary webshop ranks 3rd

IMPRINT

The **All-in-One Magazine** is published by PHOENIX Pharmahandel GmbH & Co KG, Corporate Pharma Services & Sourcing, Pfingstweidstraße 10-12, 68199 Mannheim, Germany.

All rights reserved, no part of this publication may be reproduced without prior permission by the publisher.

Editorial Team:

Olaf Christiansen (Chief Editor, +49 621 8505-8444, o.christiansen@phoenixgroup.eu), Vesna Babic, Ann-Louise Dunklinter, Petr Dvorak, Walter Fortunat, Kristine Sakstrup Haag, Gabor Groschl, Tobias Jahreiss, Jesper Lotz, Kjersti Solberg Ofstad, Thomas Sommereder, Paul Stanton.

Title Page:

The new PHOENIX group warehouse in Brno, Czech Republic.

Printed by:

Konica Minolta Marketing Service, Köln



PHOENIX GROUP CONTINUES GROWTH



The PHOENIX group has continued its growth over the last quarter. In the first three months of the fiscal year 2018/19 (February to April 2018), the total operating performance rose by 5.3 per cent to €8.0 billion.

The pan-European healthcare provider's revenue increased by €150.3 million (2.5 per cent) to €6.2 billion. In particular, this development was connected with increases in revenue in Eastern Europe and Germany.

Total income rose by €7.4 million in comparison to the first quarter of the previous year: €653.9 million. At €92.9 million, earnings before interest, taxes, depreciation, and amortisation (EBITDA) fell slightly short of the same quarter of the previous year. This was due to extraordinary expenses relating to optimisation programmes. The company has a solid financial structure for sustained growth. Equity increased from €2.53 billion in the same period of the previous year to €2.65 billion, while the equity ratio rose from 29.6 per cent to 31.8 per cent.

Acquisitions strengthen the PHOENIX group

"For 2018/19 as a whole, we aim to further expand our market position in Europe. Because of organic growth

and targeted acquisitions, we expect our revenue to exceed that of the European pharmaceutical markets. We anticipate increases in revenue in almost all countries in which we are present," said Oliver Windholz, Chief Executive Officer of PHOENIX Pharma SE, presenting the quarterly figures in Mannheim, Germany.

The acquisition of the "Goodwill Apoteka" pharmacy chain in Serbia, which was completed in February 2018, is significantly contributing to this growth. With the acquired pharmacies, the company is now operating more than 300 pharmacies as the market leader in Serbian retail. The entry into the Romanian market is strengthening the leading position of the PHOENIX group across Europe. In April 2018, the healthcare provider signed a purchase agreement for the takeover of the Romanian pharmaceutical wholesaler Farmexim S.A. and the nationwide pharmacy chain Help Net Farma S.A. Until now, PHOENIX has not been active in Romania.

With our unique coverage and expertise, PHOENIX group is the perfect strategic partner to help you, our industry partners, grow your revenue, optimise processes and lower costs throughout Europe.

FIRST PARTNERSHIP MEETING WITH MYLAN



Teams from PHOENIX and Mylan at the annual partnerships meeting with John Munson, Head of Global Accounts Mylan (6th person from the right), and Nemanja Jankovic, Head of Commercial Partnerships at PHOENIX group (right).

Mylan, the fifth largest pharma company in the world with a strong market position in Europe, and PHOENIX group have been strategic partners for two years now. The annual partnerships meeting brought together the country leads from both companies.

To expand the partnership and conquer more European markets and to share last year's successes and this year's projects, participants from seven countries (Netherlands, Germany, UK, France, Italy, Czech Republic and Norway) and the European teams – John Munson, Head of Global Accounts, and Darren Foulkes, Regional Account Manager Europe from Mylan and Nemanja Jankovic, Head of Commercial Partnerships, Neus Ripoll-Torres, European Partnerships Manager, Paul Stanton, European Key Account Manager and Olaf Christiansen, Head of Marketing from Corporate Pharma Services – met for the first European wide Mylan / PHOENIX group partnership meeting on 17th and 18th April 2018 in Amsterdam.

On the first day, the central teams provided updates about the companies and their plans and challenges. Mylan has started several growth initiatives, and we from PHOENIX can help archive the goals in Europe. Dr. Katja Lasinska, Data Analyst at the Pharma



Services Business Intelligence Team, shared the results of a Business Intelligence study in one of Mylan's largest markets and joint 2018 Business Intelligence projects.

During the gallery walk, all seven countries presented their achievements in 2017 and growth plans in 2018. On the second day, each country worked on their concrete 2018 action and project plan and presented it to all participants.

With our [Commercial Partnerships](#) offer, we help our industry partners grow or maintain their strong market position.



SUPPLY CHAIN COLLABORATION SANOFI & PHOENIX



The new state-of-the-art PHOENIX Healthcare Logistics Balkan Region Hub near Belgrade covering the entire Non-EU-countries.

On 14th June 2018, SANOFI Supply Chain teams from SECE (South East & Central Europe) and European Supply Chain met representatives from PHOENIX (Bulgaria, Croatia, Serbia & Bosnia) and their central Pharma Services team (20 participants in total).

The unique multi-country and cross-border workshop was focused on mutual operational optimisation initiatives in the region with the key objective to develop the Supply Chain collaboration approach with PHOENIX Balkans.

The outcome of the workshop saw a large number of priority actions into the three Supply Chain collaboration key success factors: Performance, Relationship and Value to the Patient, with the following examples:

- Develop a joint score card per Country (inbound and outbound service levels, on-shelf availability, benchmarking)

- Have regular quarterly operational telecons and yearly face-to-face meetings
- Implement EDI/order automation
- Product codes alignment
- Claims and return management processes improvement

The key message from the meeting was that by working closer together in the region, both SANOFI and PHOENIX group can develop a common vision for both organisations through mutual improvement of service level to the Patient.

Based on the initial successes of this collaborative approach, PHOENIX is keen to develop this approach further with other manufacturers.

Collaboration is part of the All-In-One services offering.



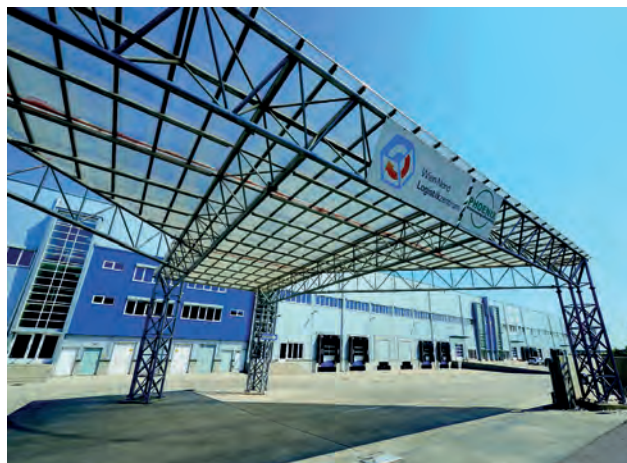
NEW SERVICE IN AUSTRIA

STORAGE FOR PHARMACIES

PHOENIX as an integrated healthcare provider is an important link in the value chain between you, our industry partners, pharmacies and patients. We are always looking for new value-adding business models. PHOENIX Austria has developed a new service for those pharmacies which lack of local storage space: "Apolagerbox" ("Pharmacy Storage Box").

PHOENIX Austria is close to the market and observed the need for safe and secure storage whilst collaborating closely both with their loyalty pharmacy chains and with their own pharmacies.

If a pharmacy wants to temporarily and safely store products, may it be sensitive goods or other goods, or wants to expand the sales area but has no space, PHOENIX offers the solution: The "Apolagerbox".



The box is robust, lockable, environment friendly, weather proof and hygienic. The boxes are easy to use: Pharmacists request them, equip them, and PHOENIX will pick them up on their regular wholesale delivery tours – free of charge for the pharmacies.

The boxes are stored in the PHOENIX Hagenbrunn Healthcare Logistics warehouse (see information below) which offers state of the art logistic services on more than 10.000 square meters. The warehouse is located just a few kilometres east of Vienna and does not only store pharmacy boxes, but also covers your individual needs. We are happy to discuss how we can help you:

Your contact in Austria: Thomas Sommereder
(t.sommereder@myphoenix.at, +43 664 88918811).



Hagenbrunn Warehouse: We adjust to your wishes

- Modern infrastructure on 10.000 square meters
- State of the art warehouse, built in 2012
- 23,000 pallet places in the temperature range of 15 to 25 degrees
- 1,000 pallet places in the temperature range of 2 to 8 degrees
- Transport management in different temperature sections
- GDP- and GMP-certified
- Risk-based Quality Management System
- Qualification of the facilities, set-up and equipment
- Integrated solution for drugs sample dispatch and marketing material
- Regular trainings for employees
- Scanner supported commissioning



NEW BRNO WAREHOUSE OFFICIALLY OPENED



PHOENIX group is continuously expanding their existing healthcare logistics network in Europe. One year after the opening of the new hub in Belgrade, serving the Non-EU countries in the Balkan states, the next modern state-of-the-art warehouse in Brno, Czech Republic, was officially opened on 16th May 2018.



More than 50 guests from leading industry partners joined the opening event in the second largest city in the Czech Republic with easy access to Austria, Slovakia, Poland, Hungary and beyond. Petr Dolezal (Managing Director, PHOENIX Czech Republic and Slovakia) welcomed the guests to the new location next to the central highway D1 in Southern Czech Republic. Petr Dvorak (Business Development Manager, PHOENIX Czech Republic) presented the 10,500 square metres warehouse with more than 20,000 pallet spaces and the European logistics network with regional solutions for the Benelux countries, the Nordics, the CEE region and the Non-EU-Balkan countries.

PHOENIX group is prepared for the Falsified Medicines Directive (FMD) European wide – and locally. Olga Hanzlickova (Quality Person, PHOENIX Czech Republic) and Lubica Kocianova (Logistics Manager, PHOENIX Slovakia) gave insight on the local FMD processes and showed how PHOENIX fully complies with all FMD requirements. For now, the biggest customer in Brno is Teva. Petr Wasserbauer (Commercial Operations Director CZ&SK, Teva) explained why the important global company has chosen PHOENIX for the distribution in the area out of the Brno warehouse with fully GDP compliant operations in all temperature zones and GMP license.



Figures and pictures are interesting, but seeing the building in person is a more exciting experience. During the three warehouse tours, the guests were invited to take a personal look at the modern facility that went into operation in January 2018 and is ready to suit the individual needs of our industry partners.



TAMRO SWEDEN AT “ALMEDALEN WEEK”



Contributors in the panel discussion (from left to right): Lena Koerth (Head of Real Estate & Retail, BASE2), Olle Carls (Logistics Director, Apoteket AB), Lars Holmin (Member of the Regional Board and Health Administration), Jenni Nordborg (Coordinator and Head of government life science office), Lars Schenatz (Managing Director, Tamro AB a PHOENIX company), Dan Nilsson (Standardisation Manager within Healthcare, SIS) and Mats Olsson (Director Health & Healthcare, Kairos Future).

Tamro AB, the Swedish PHOENIX company, is a well-known player in the healthcare market. It is not a coincidence that Lars Schenatz, Managing Director of Tamro AB, was part of an important social-political gathering in Almedalen, a park in the city of Visby on the Swedish island Gotland.

The “Almedalsveckan” (Almedalen week) is one of the world’s biggest meeting locations for political and social debates. For this huge event, thousands of participants from political parties, government authorities and organisations, public sector, non-government organisations, private companies and private visitors gather each year in Visby. More than 4,000 seminars are held throughout the week concerning a wide number of areas with high interest and importance.

Tamro Sweden participated together with Kairos Future, an international consulting and research company, and held seminars and panel discussions about the changing trends and needs in the future healthcare sector. Our objective was to position Tamro as an important and competent partner to our industry partners, pharmacies and healthcare in developing and providing new future services and products.

One of the key trends in healthcare worldwide is bringing “care production” closer to the individuals and patients along with giving higher priority to preventive

healthcare. All of this is driven by the overall digitalisation and especially in the healthcare sector – E-health innovations and initiatives.

The Tamro perspective is to highlight the importance of making sure that necessary med-tech material, equipment and competence are available “at home”. An **efficient and secure supply chain** is becoming increasingly important for the healthcare industry to work in a future where home care initiatives will involve far more players and resources than today. New business opportunities are open for those who embark on the new healthcare landscape early in search of potential partners for future solutions.

The seminars and panel discussions were much appreciated and well attended, more than 200 participants took part in the main event, with participants from industry and the private and public healthcare sector. Collaboration and knowledge sharing were the keywords during the panel discussion and **Tamro, who has taken a strategic decision to be a proactive player in the extensive structural change in the future,** will now initiate an advisory board with members from government, pharmaceutical industry, pharmacies, universities, E-health technology and representatives from other interested parties, for example in legislation, patient activism, e-health and technology development.

PATIENT AWARENESS CAMPAIGN IN CROATIA

Thanks to our unique coverage with access to more than 14,000 own or cooperation pharmacies we have a direct link to patients. With adherence and/or awareness campaigns, we help own and independent pharmacies to better support their patients and strengthen the customer loyalty. ADIVA, the Croatian pharmacy cooperation and part of the European PHOENIX Pharmacy Partnership, runs a successful patient awareness campaign „Protect yourself with optional vaccinations“.

Strengthening the role of pharmacists as the most accessible health professionals is the main purpose of every awareness campaign in ADIVA pharmacies. The PHOENIX Pharmacy Partnership member in Croatia is improving the perception of pharmacists as first row advisors for questions about health preservation, use of medicines and nutritional supplements. In cooperation with the manufacturers, the awareness campaign about protecting health with optional vaccination was implemented in 152 ADIVA pharmacies with the focus on pneumococcal vaccine and vaccines against tickling meningococcalitis.



The main purpose was to encourage patients to visit their ADIVA pharmacies and to inform themselves about better health protection.

Before the campaign started, ADIVA pharmacists were educated through educational workshops and webinars. With this campaign, PHOENIX ensured health advising about optional vaccinations for patients in 152 ADIVA pharmacies, with marketing support for the campaign through advertising and educational materials for patients.

Patients had the opportunity to get pharmacist advice and to discuss the topic of vaccination with them. Public health advising campaigns have the highest effect on building the awareness and image of ADIVA pharmacies, as well as building a stronger relationship between PHOENIX and its pharmacy cooperation program members.

ECONOMIC DELEGATION VISIT PHOENIX HUB IN SERBIA



On 29th and 30th May 2018, the German-Serbian Chamber of Commerce (AHK Serbia) organised a two-day visit of a German economic delegation to Serbia.

On the first day, the AHK Serbia invited to a press conference and a discussion on new challenges in the future economic development of Serbia with PHOENIX BMS (Serbia, Bosnia, Montenegro, Macedonia, Albania, Kosovo) group Regional Director Rajko Mandic, the Director of the German Committee for Eastern European Economic Relations, Michael Harms, Ambassador of Germany in Serbia, Axel Dittmann and the President of the German-Serbian Chamber of Commerce, Ronald Seeliger.

On the second day, the business delegation visited the new PHOENIX hub near Belgrade, where Rajko Mandic and his team presented the PHOENIX BMS group success story as PHOENIX is one of the most successful German companies in the entire Balkan region. During the visit and the warehouse tour, the participants learned more about PHOENIX BMS group, our international Healthcare Logistics setup "CEE Bridge" and the potential of our value-adding services for our industry partners with the PHOENIX All-in-One concept.

Check out the video about the warehouse visit on the AHK Serbia LinkedIn page by scanning the QR code with your mobile device.



NOMECO DENMARK STARTS ONLINE DOCUMENT PORTAL

With all our services we want to make your life easier by optimising processes, lowering costs and/or increase your revenue. With many new tools, the Nomeco Document Portal in Denmark helps you, our industry partners, make your life way easier. Nomeco Denmark, a PHOENIX company, has launched a new and smart online-portal: Nomeco Document Portal.

During the last three years, Nomeco HealthCare Logistics has invested heavily in optimising your supply chain. The Danish Team has defined their inbound strategy with the focus on how they can optimise your inbound flow in order to guarantee the best, fastest and most secure inbound flow in the market. An effective inbound is key – a highly automated warehouse alone is not enough.

The inbound flow consists of many elements prior to your products' arrival at the warehouse and the Document Portal is the last piece of the puzzle in order to guarantee maximal speed during the entire inbound process.

In the new Document Portal, you simply upload the required control reports prior to your products' arrival at the healthcare logistics warehouse. This will secure a fast and easy release for saleable stock as Nomeco Quality Control approves/rejects the control reports prior to the arrival of the products. It is easy, user-friendly and it is digital.



PRE-WHOLESALE

Document Portal

Reduces time to market

IN SHORT

Document Portal is a feature in SupplierOnline where you easily and digitally administrate and handle your control reports.

Upload required control reports prior to goods arrival at the pre-wholesale warehouse, and you will get a fast and easy release for saleable stock.

- NO HARDCOPY HANDLING
- ONLINE 24/7
- FULL TRANSPARENCY
- HIGH SECURITY
- SMART ARCHIVE

Upload your control reports online prior to goods arrival in pre-wholesale

Control reports are approved/rejected by Nomeco's QC function

"All docs are ready" when your products arrive at the gate

PART OF AN EFFICIENT INBOUND PROCESS

EFFICIENCY

- All parties of your supply chain can upload
- Online access 24/7
- Elimination of paper flow
- Full transparency
- Easy user management

QUALITY

- Online archive
- High security
- Fully validated
- Full audit trail
- Digital signature

YOUR BENEFIT

AN EFFICIENT INBOUND – THE SHORTEST TIME TO MARKET

HOW TO GET STARTED?

1. You receive a start-up e-mail. Fill out the user information and return to Nomeco HealthCare Logistics
2. You receive personal login information by e-mail
3. Log on to SupplierOnline -> Direct link to Document Portal

Nomeco A/S - Sønderstien Christiesens Gade 40 - 2650 SØTORV (Copenhagen N) - Phone +45 36 45 45 36

one
a phoenix service

Nomeco
HealthCare Logistics
a phoenix company

The new service helps you increase your sales and efficiency and lower your costs. All parties of your supply chain can upload and access the portal 24/7. This way, we are eliminating the paper flow and you have full transparency – thanks to a user-friendly system. The portal is built on the highest quality standards: online archive, fully validated solution with full audit trail and secure digital signature.

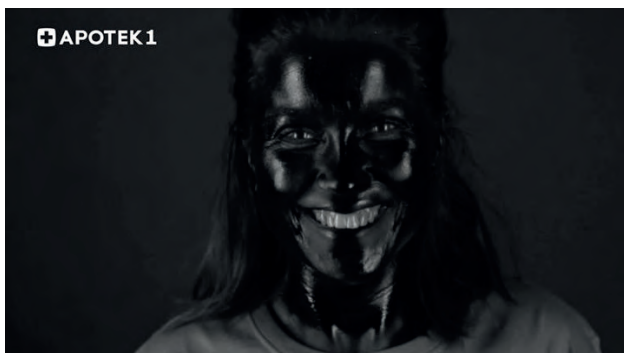
Read more about the Nomeco Document Portal on our website www.phoenix-all-in-one.eu (check "media library") or [contact Nomeco HealthCare Logistics](mailto:contact@NomecoHealthCareLogistics.dk) on +45 36454536, HCLsales@Nomeco.dk.



DON'T FRY DAY FROM APOTEK1

The concept "Don't Fry Day" was initiated in the United States by the National Council on Skin Cancer Prevention. It sheds light on the importance of sun protection and is organised annually before the summer season.

In 2018, Apotek 1, the successful PHOENIX company in Norway, introduced this concept to Norway in an effort to strengthen the brand's association to quality sun protection advice and increase the sales of sun products.



During the campaign, which coincidentally was accompanied by record warm summer days in the southern part of Norway, Apotek 1 launched a snapchat marketing campaign, a social media campaign including a film showing the effects of UV radiation, a PR campaign, and a sales campaign in all 370 pharmacies around the country.

Marketing manager Lise Østlund says that even though this was the very first introduction of "Don't Fry Day" to Norway, it was a successful campaign. The Facebook UV film alone reached almost 100,000 viewers, the PR campaign made sure Apotek 1 was linked to sun protection in several national newspapers, and the sales on sun creams almost doubled compared to the same period last year.

After a thorough campaign evaluation it will be decided whether Apotek 1 will continue to spin this concept in 2019. But one thing is clear: Apotek 1 wants to establish itself as the number one pharmacy and retailer when it comes to sun protection.

THIRD PLACE FOR BENU WEBSHOP

The prestigious **Internet Merchant of the Year 2018** award was handed over for the 12th time this year in Hungary. The **BENU Pharmacy Webshop** won the third place in the Small and Medium Business category.

The selection was made on the basis of audience voting, objective data provided in the tender materials, mystery shopping and the decision of the professional jury.

PHOENIX Hungary is very proud that their one year-old-webshop has achieved such a great success. Since February 2018, www.benu.hu has become the most visited pharmacy website in Hungary. During the first quarter of 2018 an all-time high of 965.000 users, three times as many as the year before, visited the site, 75% from organic traffic. An impressive quota!



Up-to-date with
our monthly newsletter

Quick and easy to digest like a short
espresso – subscribe to our monthly
news update **All-in-One espresso**:
www.phoenix-all-in-one.eu/newsletter.