

## **DR. KADE acquires German OTC business from Takeda Pharma**

**Berlin/Konstanz, Germany, 28 March 2013**

DR. KADE (DR. KADE Pharmazeutische Fabrik GmbH) will acquire the selfmedication business (OTC) for the German market from Takeda (Takeda Pharma) effective 30 April 2013, adding such brands as Faktu, Sanostol, Riopan, and Buer Lecithin to the portfolio of the traditional Berlin company.

With the signing of a contract on 26 March 2013, DR. KADE will acquire such established brands as Faktu, Sanostol, Riopan, Multi-Sanostol, Buer Lecithin, and Buer Vitamaxx. The company also will procure the exclusive license for Pantozol Control, a product to treat frequent heartburn, for the German market.

These brands are well known in Germany, to the extent that Faktu has become a synonym for relief from hemorrhoid symptoms. Sanostol, the classic vitamin product since 1935, is known as the "tasty spoonful of protection" for children and adults. Riopan, for occasional heartburn, is fast acting and easy on the stomach. It is the topselling stomach gel product in Germany.

It is planned that the pharmacy sales force from Takeda will be taken on by AVENDA (DR. KADE Avenda GmbH), a subsidiary of DR. KADE. Within the DR. KADE group, AVENDA has sole responsibility for product advice and sales in pharmacies.

Felix König, managing director of DR. KADE, comments: "These established brands are a significant expansion of our successful OTC portfolio. DR. KADE is investing in its future. This acquisition enhances our healthy long-term growth by better preparing us to face upcoming challenges on the healthcare market."

With brands such as Posterisan and KadeFungin, DR. KADE is already the market leader in Germany for the self-medication of hemorrhoids and vaginal thrush. This expansion of its OTC business means new hirings at DR. KADE sites in Berlin and Konstanz, demonstrating the company's commitment to Germany as its base. In addition to expanding its OTC portfolio, the company will continue to play a leading role in prescription drugs as well. It is planning further expansions in the fields of gynecology, pain treatment, and andrology.

## About DR. KADE Pharma

DR. KADE Pharma is a successful, independent, family-owned pharmaceutical company founded in 1886. In Germany, DR. KADE is one of the leading manufacturers of products for women's health (e.g. hormone treatments during menopause, gynecological antifungal medications) as well as treatments for hemorrhoids. DR. KADE is also a competent partner for doctors and patients in the areas of pain treatment and andrology. The company operates internationally and generates annual revenues of approx. 80 million euros. 430 employees work at its sites in Berlin and Konstanz, Germany. For more information, please see [www.kade.de](http://www.kade.de)

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