

WERTEKS Sees the Future in Global Markets

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Russian manufacturer of drugs and cosmetics, WERTEKS, connects long-term successful cooperation with Chinese partners – the largest suppliers of active pharmaceutical substances and excipients. In particular, thanks to it, for almost 16 years from obtaining the first license for production, the company has increased its competence in the domestic market and the markets of some countries of the Eurasian Economic Union and created a competitive portfolio in demand. It mainly includes original combined drugs, a lot of generics and cosmetics of own brands – more than 250 items (SKU). Therefore, today WERTEKS is ready to consider options for expanding the market and finding reliable partners in China to offer its medicinal, cosmetic products and biologically active additives to Chinese citizens. A number of cosmetics for skin, hair and oral cavity produced by the company is also intended for children.

Objectively, in the last few years, the Asian market and its main representative in East Asia, China, is attractive for Russian exporters and investors due to its economic growth, advanced technologies, market volume and rapid development.

"PRC and pharmaceutical company WERTEKS have a similar view on the

WERTEKS看到了新市场的前景

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俄罗斯药品和化妆品制造商与中国伙伴保持着长期稳定的合作关系，中国伙伴是公司活性药物和辅料的最大供应商。

从获得第一个生产许可证后近16年，通过与中国伙伴的合作，公司提高了其在俄罗斯及欧亚经济联盟多个国家市场的运营能力，生产了一系列受欢迎且极具竞争力的产品。

主要包括：组合原药，仿制药和自有品牌的化妆品，共超过250种（SKU）。目前WERTEKS准备扩大市场，在中国境内寻找可靠的合作伙伴，向中国居民提供药品，化妆品和膳食补充剂。公司生产的系列化妆品，如面霜，护发产品和口腔护理产品也适用于儿童。

客观讲过去几年亚洲市场及东亚主要代表一中

国经济、先进技术及市场规模的快速发展吸引了俄罗斯出口商和投资者。

制药公司WERTEKS首席执行官格奥尔吉·波别良斯基评论道：“中国和WERTEKS制药公司对经济发展持有相同的看法。我们努力奉行积极增长战略，与潜在的中国合作伙伴步伐一致。尽管文化、传统、思维方式仍存在差异，某些时候交流有障碍，但我希望我们能找到一种共同语言-商业语言。”

WERTEKS自2015年以来一直是俄罗斯药房销售领域增长率最高的大型制药企业，2018年底，公司被评为大型制药企业药房零售增长最快的公司（DSM Group，俄罗斯联邦专业营销机构）。自2015年以来公司年收入增长率高达30%。

attitude to economic development. We also strive to match an active growth strategy and therefore are on the same wavelength with potential Chinese partners. Despite the differences in culture, traditions, mentality, and some of the complexities of verbal communication, I hope we can find a common language – the language of business", – comments **Georgy Pobelyanskiy**, CEO of pharmaceutical company WERTEKS.

Since 2015, WERTEKS has been the leader in terms of growth among all the largest pharmaceutical manufacturers in Russia in terms of sales in pharmacies, and by the end of 2018, it was recognized as the fastest growing company among the largest domestic producers of medicines in pharmacy retail (data from the leading specialized marketing Agency in the Russian Federation DSM

Group). Since 2015, the annual growth of the company is up to 30%, if we assess the dynamics of revenue.

PRODUCTION

The company's portfolio is a balanced combination of innovative products, modern popular generics and commercially successful cosmetic brands. WERTEKS is in the top-3 Russian manufacturers of cosmetics and top-7 Russian manufacturers of medicines by the share of sales in pharmacies of the Russian Federation, according to the analytical Agency DSM Group retail prices in 2018.

In 2018, WERTEKS brought to market two new original combined medicines for use in otorhinolaryngology (over-the-counter spray FRINOZOL (rus. –

ФРИНОЗОЛ®)) and cardiology (KONSILAR®-D24), which has no analogues. Thus, there are already four innovative products in the company's portfolio: the first is for use in gynecology and dermatovenerology ELGINA (rus. – ЭЛЬЖИНА®) appeared in 2016, the second, for use in dermatology Tetraderm (rus. – ТЕТРАДЕРМ®), in 2017. The development of such drugs requires up to 8-10 years of research and significant investments.

Branded medicines and generics pharmaceutical companies cover about 20 areas of application from cardiology to neurology.

The main types of dosage forms:

- Solid – tablets, capsules, powders
- Semisolid – creams, gels, ointments
- Liquid – non-sterile solutions, sprays

Also, the company has five own brands with the main cosmetic range:

产品

公司产品主要为创新产品、现代流行仿制药和拥有商业品牌的化妆品。根据2018年DSM Group分析机构公布的零售价格，WERTEKS在俄罗斯联邦药店销售份额中位列俄罗斯药品和化妆品制造商前五位。

2018年WERTEKS向市场推出了两种适用于耳鼻喉科(OTC喷雾 – FRINOZOL (俄 – ФРИНОЗОЛ®))和心脏病科的(Konsilar®-D24)新组合原药, 他们没有类似产品。公司已拥有四个创新产品: 第一个是2016年研发的适用于妇科、皮肤病和性病的ELGINA (俄 – ЭЛЬЖИНА®), 第二个是2017年研发的皮肤病用药TETRADERM (俄 – ТЕТРАДЕРМ®)。研发这些药物需要长达8-10年的时间和大量的资金支持。

制药公司药物和仿制药的品牌涵盖了从心脏病学到神经学的约20个应用领域。

主要制剂类型:

- 固体 – 片剂, 胶囊, 粉末。
- 软体 – 面霜, 凝胶, 软膏
- 液体 – 有菌溶液, 喷雾剂

公司拥有五个自有品牌的化妆品:

ALERANA® – 刺激头发生长, 防止脱发, 强化和改善发质 (除化妆品外, 还有两种药物和一种膳食补充剂);

LA-KRY® – 系列含天然成分的非激素消炎产品, 呵护秀发, 护理容易出现干燥、发红、刺痒的皮肤 (儿童同样适用);

АСЕПТА (俄 – АСЕПТА®) 预防牙周炎症的口腔药物, 已证实对口腔护理有效, 益生菌复合物 (BAA) 和儿童用品;



JSC WERTEKS

◀ Russian pharmaceutical company from St. Petersburg will celebrate 20 years from the date of foundation in 2019. In 2003, it received the first license for the production of drugs.

◀ Laureate of the Russian Government prize in the field of quality in 2017 Among the 10 winners – the only pharmaceutical manufacturer, as well as the leader among all participants of the competition on the criterion of “Processes, products and services”. The award was presented by Prime Minister Dmitry Medvedev in the Russian Government house.

◀ Full production cycle from development to product packaging

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ALERANA® for stimulating growth and preventing hair loss, as well as their strengthening and improvement (in addition to cosmetics, there are two drugs and one dietary supplement in the line);

LA-KRY® is a series of anti-inflammatory non-hormonal products based on natural ingredients for hair and skin care, prone to dryness, redness, irritation and itching (permitted for children use as well);

ACCEPTA (rus. – АСЕПТА®) – products for the oral cavity, including: for the prevention of inflammatory periodontal diseases and oral care with proven efficacy, probiotic complexes (BAA), as well as products for children;

GINOKOMFORT® – intimate gel for women;

Normaven® – venotonic remedies.

In total, the brands include about 60 types of cosmetics, their types: shampoos, creams, gels, emulsions, toothpastes, mouthwash, lip balms, etc.

In 2019, it is planned to include more than 50 new products in the range, including medicines for use in neurology, cardiology, allergology, cosmetic products, etc.

CAPACITY DEVELOPMENT

The most large-scale industrial and investment project of the company is an innovation and production complex in the St. Petersburg Special Economic Zone, Novoorlovskaya Site. The first

stage of the plant was opened in 2015. The total floor area of approximately 22,000 m² with a potential capacity of approximately 100 million packages of products per year.

Since 2018, the implementation of projects of the second and third phases of the pharmaceutical complex began. In the spring of 2019, WERTEKS began operation of the second stage building, launching a new warehouse, which occupies the prevailing part of the new facility. The built warehouses allowed doubling the storage volume of the entire plant. It is also planned to place research laboratories in the building. The total area of the four-storey building with a technical floor is about 7,300 m².

The third stage is the production building with a total area of more than 28,000 m². At the new facilities of the third stage, it is planned to place the production of solid and semisolid dosage forms and cosmetics. At the moment, the works on closing the perimeter of the building (construction of frames, facades, floors, etc.) have been completed, as well as 50% of the work on the arrangement inside the object and the main equipment of the clean premises of the site for the production of dosage forms.

Taking into account the three phases, the total area of the pharmaceutical complex will be about 58,000 m². The design capacity of the third stage is about 110 million packages of products per year, thus, the expected increase in the volume of production of the entire

pharmaceutical complex is more than twice. The potential production volume of the plant, taking into account the three stages, is further estimated at more than 200 million packages per year. The construction and operation of the three phases will require the total investment in the project at more than 7 billion rubles by the end of 2019, at the moment it reaches 6.47 billion rubles. ■

GINOKOMFORT® – 女性私密处护理凝胶;
NORMAVEN® – 静脉药。

约有60个品牌化妆品, 包括洗发水, 面霜, 凝胶, 乳液, 牙膏, 漱口水, 唇膏等。

2019年计划增加超过50个新产品, 包括适用于神经病学, 心脏病学, 变态反应学的药物和化妆品等。

提高产能

公司最大的工业和投资项目是在圣彼得堡经济特区新奥尔洛夫区的创新型生产厂。厂房一期于2015年运营。项目总面积约22,000平方米, 每年潜在产能约为1亿包产品。

2018年药厂二期和三期开始建设。预计2019年春WERTEKS二期厂房开始运营, 新项目主要部分一新仓库将投入使用。内置仓储空间使厂区的存储容量翻倍。厂房内计划配备研发实验室。四层厂房的建筑总面积约为7300平方米。

三期生产大楼总面积超过28000平方米。三期工程将新添生产固体、软体药物和化妆品的设备。目前厂房周边工程(建造构架、厂房外墙, 天花板等)已完工, 厂房内部药品生产车间设备安装工程已过半。

制药厂三期工程总面积约58000平方米。第三期设计产能为每年约1.1亿件产品, 因此, 整个制药厂的预期产量增长将超过一倍。三期工程结束后工厂潜在产量为每年超过2亿件产品。到2019年底三期建设和运营的投资总额估计超过70亿卢布, 目前为64.7亿卢布。 ■



WERTEKS股份公司

◀ 位于圣彼得堡的俄罗斯制药公司, 2019年是公司成立20周年纪念, 2003年获得第一个药品生产许可证。

◀ 获得俄罗斯联邦政府奖项“2017年质量奖”, 是10位获奖者中唯一的制药厂家, 在“流程, 产品和服务标准”竞赛中名列前茅, 该奖项由俄罗斯联邦总理德米特里·梅德韦杰夫在俄罗斯联邦政府大楼颁发。

◀ 拥有从产品研发到包装的完整的生产周期。

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