

The LEO Focus Areas

Within the Focus Areas LEO People provide competitive drugs to the benefit of patients and society.

Dermatology:

- Psoriasis
- Eczema
- Skin infections
- Actinic keratosis

Critical Care:

- Thrombosis
- Nephrology
- Supportive treatment in cancer

The LEO Focus Areas should continuously be updated and new indications may be added provided that:

- LEO Pharma already has expertise within the new indication or can reasonably gain such expertise
- LEO Pharma will be able to provide competitive, protected, prescription drugs within the new indication

The LEO Long-term Success Criteria

Securing the independence of LEO Pharma through:

- 100% ownership by the LEO Foundation
- self-financing
- only in exceptional cases having a year with negative cash-flow

Securing the competitiveness of LEO Pharma through:

- an operating margin of at least 25%
- continuous development of the LEO Organisation and People
- deploying the LEO assets in an optimal way

Securing continuous growth of LEO Pharma through:

- double-digit sales growth
- LEO Pharma's Focus Area products reaching positions as number one or two in value within their defined markets
- seeking new business opportunities in an open-minded, risk-evaluated and fact-based manner

www.leo-pharma.com

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ALL LEO TRADEMARKS MENTIONED BELONG TO THE LEO GROUP



LEO PHARMA | FUNDAMENTALS

research based, people driven





The LEO Vision

LEO Pharma is the NUMBER ONE specialty pharma company worldwide, providing competitive drugs to patients and society within the LEO Focus Areas.

The LEO Mission

To realise the VISION, LEO People will continuously provide improved treatment options to the benefit of patients and society at large.

LEO People

- LEO People form the basis for the continuous success of LEO Pharma
- LEO Pharma actively supports diversity and encourages the continuous development of LEO People's professional skills

LEO Values

LEO People work with a strong **passion** for **innovation**, **competitiveness**, **integrity** and **adaptability**.

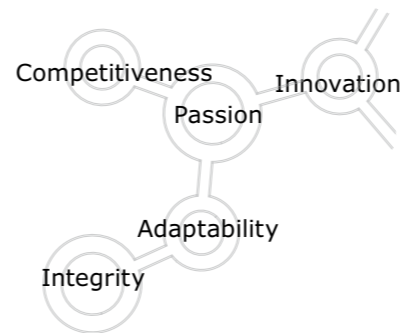
The LEO Values are the foundation of the long-term growth and development of LEO Pharma, and they reflect the way LEO People proudly strive to:

- increase the quality of life for patients
- co-operate, respect, trust and support each other
- act in a trustworthy, dedicated and professional manner
- take charge and achieve great results

LEO Mindset

LEO People share a common Mindset:

- **customer focused** - we bring value to our customers
- **performance driven** - we are passionate about exceeding agreed objectives
- **flexible and scalable** - we are able to adapt quickly and effectively to changes and opportunities
- **cost effective** - we deploy our assets in an optimal way



LEO Leadership

LEO Leaders bear a special responsibility when it comes to setting a good example and promoting the LEO values.

LEO Leaders:

- lead by attitudes
- communicate clear objectives
- motivate and inspire
- encourage initiative
- accomplish

The LEO Foundation

LEO Pharma is owned by the LEO Foundation, an independent mercantile foundation with the objective to ensure that LEO Pharma, through continuous development and growth, remains an independent and competitive pharmaceutical company.