



CORPORATE PROFILE

WWW.DEMO.GR



"Wherever the art of Medicine is loved, there is also a love of Humanity"

**Hippocrates** 

### **CONTENTS**

O6.
OUR COMPANY

O8. CORPORATE PHILOSHOPHY

10. GLOBAL PRESENCE

12. OUR FACILITIES

14. PORTFOLIO

16. RESEARCH & DEVELOPMENT

18. PRODUCTION CAPABILITIES

20. QUALITY ASSURANCE

22. INVESTING IN OUR PEOPLE

24. CORPORATE RESPONSIBILITY



# A FEW WORDS FROM THE CHAIRMAN



DEMO S.A. was established in 1965. It is a private corporation with its core business developing, manufacturing and trading pharmaceutical products in Greece.

The year 1996 is a significant milestone in the history of our company. That was the year when the company decided to focus on the hospital market both internationally and locally.

An integral part of this newly founded strategy was the installation of the company's first fully automated filling line for plastic ampoules, which was the first in Greece and among the very first in Europe. Several investments of various production lines of injectables followed and a significant portfolio of injectables was introduced.

Currently DEMO is an International player, exporting its products worldwide, following our strategic commitment to expand our presence and increase our brand awareness globally.

DEMO S.A. actively monitors worldwide markets to identify those products that become off-patent and are of great importance to the global healthcare community. We invest in the development of 8 to 10 new products annually underlying the company's commitment for the future.

> Stavros Demos Chairman

### **OUR COMPANY**

More than 50 years of dynamic presence in the pharmaceutical industry

DEMO S.A. Pharmaceutical Industry is an industrial and commercial organization established in 1965 and active in the production and sales of pharmaceutical products.

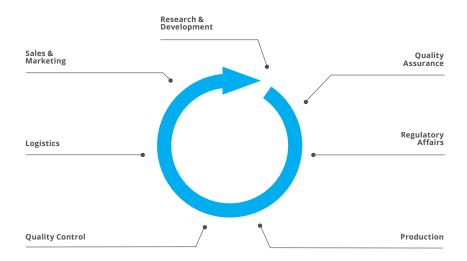
We are one of the major pharmaceutical manufacturers in Greece with a very strong presence in the hospital market, ranking first among all the Greek pharmaceutical companies in terms of units sold.

Our product portfolio includes many injectable generic pharmaceutical formulations from several therapeutic categories including: Injectable products of all forms such us Liquid injectables in glass ampoules, vials & bottles, sterile powders and freeze – dried formulations, Lyophilised products, Emulsions, Penems, Penicillins, Cephalosporins)

DEMO S.A. is currently active across 96 countries (as of 31/05/2016), including countries in Europe, Asia, Africa, Latin America, Oceania & the Middle East.

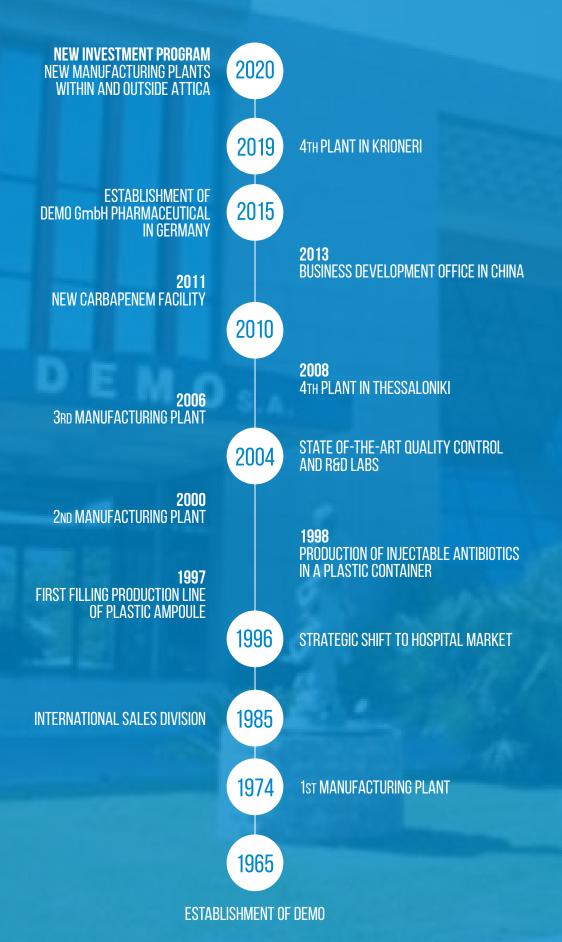
Our cutting edge production facilities allow us to offer our partners services such as:

- · Worldwide distribution opportunities
- Out-licensing services
- Contract manufacturing operations.



# GREEK MEDICINES WITH A GLOBAL REACH

# MILESTONES IN HISTORY



## CORPORATE PHILOSHOPHY

DEMO commitment to top quality



### **VISION**

DEMO S.A. is committed to long-term growth, both in Greece and globally.

Our vision is to consistently be one of the best companies in the pharmaceutical market, maintaining our leading position in the Greek Pharma industry, positive growth rate and the preference of our customers and partners based on their trust in our products and our company.

### MISSION

DEMO intends to maintain its leading position in the Greek pharmaceutical industry while further establishing its role as one of the top manufacturing companies worldwide.

Having already achieved rapid growth in the global generics pharmaceutical market, we aim to contribute with innovative, quality products and services, improving the lives of patients worldwide and ensuring the steady confidence of our customers. Our modern and fully equipped manufacturing premises, the advanced technologies that we have adopted, our constant product portfolio expansion and our international presence are the means to the end.

Therefore, we have invested heavily in the creation and sourcing of our state-of-the-art Research & Development laboratory. DEMO's R&D lab spans more than, 1.600 m² is equipped with the latest instruments and is staffed with the top graduates of the University of Athens. Under the supervision of highly qualified researchers – most of who own PhD degrees from the most acclaimed universities in Europe – our R&D lab represents the company's launching pad for the future.



### **VALUES** DEMO S.A. core values are the guiding principles that dictate our behavior and actions. Flexibility Efficiency Responsibility Trust **FLEXIBILITY Drive Change Actively** Leverage our knowledge to adapt our strategy to every market Work closely with the customers **EFFICIENCY** Access profitability Manage resources in a smart way Ensure sustainable business development **RESPONSIBILITY** Think and Act with patients in mind Transparency & ethical marketing Safety and quality are paramount **TRUST** Treat each other like family Be honest, do not compromise the truth Build long lasting relationships with our partners

# **GLOBAL PRESENCE**

82,4% OF THE COMPANY'S ANNUAL PRODUCTION IS EXPORTED TO INTERNATIONAL MARKETS



- The internationalisation process started in 1985 and has been intensifying since 2001 (following the first Marketing Authorisation in the UK) and with a focus on hospital markets.
- DEMO is currently active across 96 countries (as of 31/05/2016)
- 85 countries are covered by the international sales division through (i) selected distribution partners which promote and distribute DEMO products (including Germany, where DEMO has also local representatives) and (ii) sales to top intergovernmental organisations(1) (such as UNICEF and WHO)
- Additionally, 9 countries are reached through out-licensing and CMO agreements. DEMO will also market its own products in 2 of those countries in the near term (license under registration)

### **EXPORT'S CHAMPIONS**

Our success is based on our unique combination of strategic advantages:

- Investment in large scale production capacity via state of the art technology
- Rapid expansion of our product portfolio.
- Continuous & careful investment in human resources.
- Open, honest & timely communication with our partners worldwide.
- On-time distribution and product delivery.
- Immediate supply of any urgent needs in pharmaceutical.
- A clearly defined corporate philosophy based on the principles of quality, growth, professional & flexible management.
- Financially solid company.



(including pending submissions & rest of the countries which are reached via CMO agreements)

### INTERNATIONALLY RECOGNIZED

### Officially Approved Supplier of:

- **United Nations**
- UNICEF
- **World Health Organization**
- **Medicines Sans Frontiers**
- **International Committee of the Red Cross**

#### Approved by:

- PIC/s countries (Europe, Switzerland, Australia, South-East Asia, Canada)
- Korean-FDA
- **Brazilian Drug Agency (ANVISA)**
- GCC (Health Minister's Council for Cooperation Council States) Gulf countries
- Many other health authorities of non-EU countries (Jordan, South Africa MCC, Egypt, etc.)

## **OUR FACILITIES**

#### Attica

The first manufacturing plant in Greece filling injectables in plastic ampoules. The largest pharmaceutical factory of Southeastern Europe with a global reach.

Our headquarters are located in the industrial zone of Athens and specifically in the northern suburbs. Our four manufacturing plants spanning 57,000 m<sup>2</sup> are located in the company's campus facilities in Athens.

This fact, along with high tech warehousing in both Athens and Thessaloniki provide our company with the ability to offer our own logistic services to all hospitals countrywide.

In addition to facilities in Attica, the company maintains offices and Logistic Center in Thessaloniki 5.748m<sup>2</sup>, a subsidiary company in Germany (DEMO GmbH) and offices in China.

**57.000** 

**Facilities** 

Manufactiring Sub-Units

Production Lines

**Packaging** Lines







# 4<sup>TH</sup> Plant in Krioneri



### **PORTFOLIO**

DEMO S.A. leveraging its clinical experience of more than 50 years, manufactures and trades high quality products establishing the company to the leading position in the Greek hospital market. The company provides a complete portfolio of pharmaceutical products covering the entire needs of any major hospital.

### HOSPITAL MARKET

#### ANTI-INFECTIVES

- Non-beta lactams
- Cephalosporins
- Carbapenems
- Penicillins

STANDARD SOLUTIONS
ANESTHESIA/ANALGESIA
ONCOLOGY
CRITICAL CARE
PARENTERAL NUTRITION
GASTRIC ULCERS & GORD
HEMATOLOGY
RESPIRATORY
CENTRAL NERVOUS SYSTEM (CNS)
MEDICAL DEVICES/ INFUSION PUMPS

### **RENAL CARE**

DEMO S.A. started producing its first dialysis products in 1996 via a complete range of haemodialysis solutions. In 1997 our company started distributing the products of a major manufacturer of medical devices for haemodialysis. We concluded an agreement to exclusively distribute their products in Greece, including, but not limited to, haemodialysis machines, haemodialysis filters, fistula needles, catheters, haemostatic pressure bandages & blood lines. During 2005, our company completed the registration and started manufacturing three haemodiafiltration solutions. The above activities have placed DEMO S.A. as one of the biggest players in the area of renal services in Greece.

### **PRIVATE MARKET**

#### **RX PRODUCTS**

- GPs
- Cardiology
- Ongology
- Respiratory
- Gastroenterology
- Urology

#### MEDICAL DEVICES

- Solutions for contact lenses
- Solutions for Eye care
- Cleaning nozzles for nose and ears

#### FOOD SUPPLEMENTS

- For the Urinary System
- Liver Health



# RESEARCH & DEVELOPMENT

### INVESTING IN INNOVATION

Over 50 years of operation, our product portfolio has grown significantly providing the basis for the company's success. To sustain this in the future, the Board of Directors has committed to develop 8 to 10 new products per year and launch them in the global market as soon as they go off-patent. Furthermore, a number of new research projects are under progress that will allow DEMO to experience a dynamic growth in the future.

For this reason, we have invested in the establishment of our modern and high tech Research & Development laboratory. DEMO's R&D lab spans more than 1,600m², is equipped with the latest instruments and is staffed with top scientists. Under the supervision of highly qualified researchers – most of whom hold PhD degrees from the most acclaimed universities in Europe – our R&D lab represents the company's launching pad for the following decades.

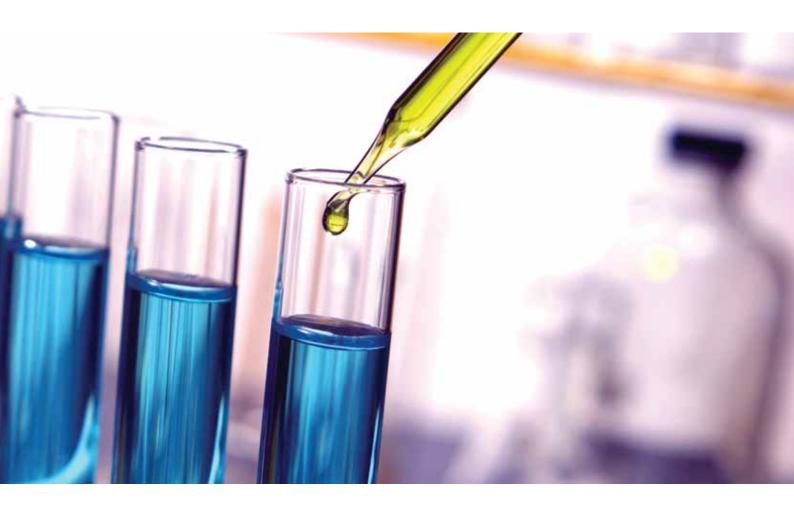


### DEDICATED DEPARTMENT OF REGULATORY AFFAIRS

Hence, in 2005 we reorganised our Regulatory Affairs Department staffed with 21 full time regulatory officers responsible for the preparation of files for submission and approval to the appropriate regulatory authorities worldwide.

Our products' registration files are all in CTD (Common Technical Document) format, which allows us to quickly and efficiently proceed with submissions in EU and non EU countries.

Our participation in national, mutual (MRP) and decentralized (DCP) registration processes have deemed our regulatory affairs department as one of the most competent. Lastly, we have dedicated regulatory officers that constantly monitor local & regional regulatory conditions, providing immediate response in case there are any changes in local requirements.



### COMMITTED TO QUALITY

Since the company's establishment, the quality of our products has consistently been our top concern. For this reason, throughout the company's history, we have heavily invested in the modernization and improvement of our production premises as well as our Quality Control Department.

This resulted in the use of production processes with a high degree of automation, while the technological certifications of our production units are also the top:

- cGMP certification (current Good Manufacturing Practices, current good manufacturing practices)
- ISO 9001

Additionally, our new Quality Control Laboratory has an area of more than 1,600 sq.m, it has been distinguished as one of the best in Europe and is fully equipped with state-of-the-art technology. Moreover, our long - standing cooperation with the Chemistry and Chemical Divisions of Athens University offers us an unlimited source of talented people for staffing our laboratories with leading scientists.

# PRODUCTION CAPABILITIES

STERILE SOLUTIONS IN PLASTIC (PE OR PP) BLOW-FILL-SEAL (BFS)
AMPOULES (0.5ML TO 20ML)
STERILE SOLUTIONS IN PLASTIC BAGS (50ML TO 5.000ML, FLEXIBLE
OR SEMI-RIGID BAGS)
STERILE SOLUTIONS IN PLASTIC (PE OR PP) BLOW — FILL-SEAL BOTTLES
(50ML TO 1.000ML)

STERILE SOLUTIONS IN GLASS AMPOULES (1ML TO 20ML)
STERILE SOLUTIONS IN GLASS VIALS (5ML TO 50ML)
STERILE SOLUTIONS IN GLASS BOTTLES (50ML TO 250ML)

CEPHALOSPORIN STERILE POWDER FILLING IN GLASS VIALS (10ML/20ML/30ML/50ML VIALS)

CARBAPENEM STERILE POWDER FILLING IN GLASS VIALS (20ML/30ML VIALS)

FREEZE-DRIED LYOPHILIZED FORMULATIONS (2R TO 50R)
OPHTHALMICS (IN MULTI-DOSE OR MONO-DOSE CONTAINERS)

**EXTERNAL SOLUTIONS** 

**MEDICAL DEVICES** 



### Plastic bottles for infusion (Eurocap)

- Filling volume: 100mL, 200mL, 250mL, 300mL, 500mL, 1000mL Material: PP
- Filling volume: 100mL, 250mL, 500mL, 1000mL Material: PE-LD



#### Plastic ampoules for infusion

Dilution for luer-lock and luer-slip syringes

 Filling volume: 3mL, 5mL, 10mL, 20mL / 1mL, 2mL, 3mL, 5mL, 15mL Material: PP / PE-LD



### Plastic vials (Eye drops)

- Filling volume: 5mL, 10mL, 15mL
   Material: PE-LD
- Filling volume: 8mL, 10mL, filled in 10mL Material: PP



#### **Glass ampoules**

Open and closed type

• Filling volume: 1mL, 2mL, 3mL, 5mL, 10mL



Plastic bottles for infusion (Twin port)

 Filling volume: 100mL, 250mL, 500mL, 1000mL Material: PP, PE-LD



Plastic bottles for irrigation (Screw Head)

 Filling volume: 100mL, 250mL, 500mL, 1000mL Material: PE-LD



Plastic bottles for irrigation (Twist-off)

 Filling volume: 1000mL Material: PE-LD



**Plastic flask** 

 Filling volume: 100mL, 240mL, 1000mL Material: PE-LD



Plastic ampoules for Medical Devices

 Filling volume: 5mL, 10mL Material: PE-LD, PP



Plastic ampoules monodose

 Filling volume: 0.5mL Material: PE-LD



#### **Nebules for inhalation**

 Filling volume: 2.0mL, 2.5mL Material: PE-LD



Plastic bag - Rigid bag

 Filling volume: 50mL, 100mL, 200mL, 250mL Material: PP



Plastic bag - Soft bag

 Filling volume: 300mL, 4000mL Material: PP / PVC



**Plastic bag**Three-compartment soft bag

 Filling volume: 1000mL, 1500mL, 2000mL, 2500mL Material: PP



**Pecanister** 

• Filling volume: 1000mL, 5000mL, 6000mL Material: PE-LD



#### Glass vials - products lyophilized

 Filling volume: 1mL, 2mL, 3mL, 4mL, 5mL, 10mL, 12mL, 12,5mL



Glass vials - Dry injectable

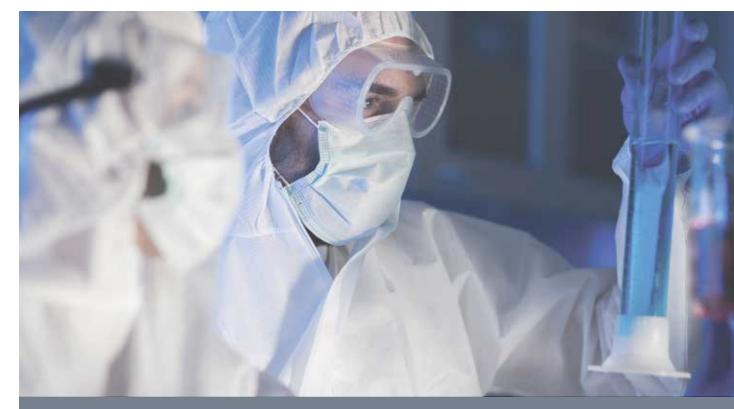
Cephalosporins
Filling volume: 250mg, 750mg, 1g, 1.5g, 2g filled in 15mL, 20mL, 30mL, 50mL
Penem
Filling volume: 0.5mL, 1g, filled in 20mL, 30mL



**Glass bottles** 

 Filling volume: 50mL, 100mL, 200mL filled in 250mL

## **OUALITY ASSURANCE**



### QUALITY COMES FIRST

The core objective of the Quality Assurance Department is to create production processes that ensure the accuracy and repeatability of the result at every production stage within the framework of the legislation and in compliance with the applicable standards (GMPs, GDPs, ISO 9001:2008, ISO 13485:2003, DY8/1348/04).

The activities of the department include the detailed design of new production areas and the inspection of critical partners and suppliers of the company, in order to ensure constantly high quality products.

The Department is staffed with experienced scientists of various specialties and 4 independent groups, one for each wing of our production.

The Quality Assurance Department has managed to combine the requirements of different pharmaceutical regulations which are different in each country of the planet and integrate them smoothly into its quality system. This has led to the successful audit of our company by strict Legislative Authorities from around the world and has established the high quality of our products.



- Our qualification & calibration team maintains a list of all critical instrumentation and ensures correct calibration (both initial and periodic, based on a schedule dependent on Instrument criticality), ensuring the accuracy of all measurement and process data.
- The international recognition of these efforts led DEMO S.A to provide consulting services to other companies worldwide as for them to design and upgrade their productive and quality operations.

OUR OPERATION IS BASED ON THREE PRINCIPLES: **PREDICTION, PROPER PLANNING AND CONTINUOUS MONITORING.** 



# INVESTING IN OUR PEOPLE

Employees are the most important factor to our development and success. In DEMO, we steadily invest in our people and also in the new scientists of our country. The direct contribution of our people alongside with their efforts had made DEMO one of the leading pharmaceutical companies of Southeastern Europe.

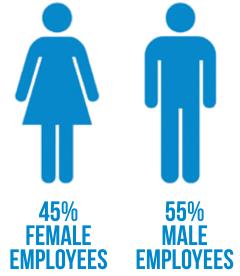
Each year, DEMO is steadily developing and increasing its employment posts. Since 2015, DEMO has created 214 new employment posts raising its number of staff from 752 to 966! Out of these posts, 96 were created from early 2019 and this number is expected to be further increased. The company's developing course contributes to the decrease of unemployment, the boosting of the economy and the local community and the brain-drain limitation.

DEMO places strong emphasis on and is investing heavily in the attraction, retention, development and professional advancement of our people at all levels.

We work closely with the academic community and higher education institutions, giving talented students the opportunity for internships and future employment. Many employees have started their career as interns and have steadily grown to senior positions in our organization.

We invest strongly in the continuous education, training and skills development of our people, both on our internal policies and good practices, as well as on new technical developments and management skills. We offer a wide range of courses from basic IT skills, soft skills and technical knowledge, to post-graduate degrees. We also provide expert one on one coaching to middle and senior level employees.







**ARE BELOW** THE AGE OF 40 People at DEMO are given the opportunity to work in different departments and positions, gain new experiences and fully develop their potential.

In addition, we offer a wide range of benefits, such as life, accident and medical insurance, free annual health checks, maternity bonus, advance payments and employee loans. We regularly organize teambuilding events, we support employee voluntary actions and sports, and have created a blood bank for all our employees and their families.

We are open to new ideas and proposals from our people for continuous improvement of our company and work conditions. We regularly invite people from all levels and departments to give us proposals on possible enhancements of work practices, or ideas related to the creation of a better workplace for all.

At DEMO we place strong emphasis on the Health and Safety of our people; apart from the stringent use of all Health & Safety equipment, we provide regular first aid training and have set up a healthcare office open to all our employees.

It is our goal to help people to grow, develop new skills and advance their careers within our organization. We invest in our people, we listen to their professional, personal wishes and needs. We care for their wellbeing, and together we have developed a strong bond: the family of DEMO.

### CORPORATE RESPONSIBILITY

### **VIABLE GROWTH** AND RESPONSIBLE ENTREPRENEURSHIP **CONSTITUTES A COMMITMENT FOR DEMO**

esponsible Entrepreneurship and the continuous effort for Viable Growth must constitute a strategic choice for any modern enterprise. In this way its long term development and progress are assured.

For DEMO, responsible entrepreneurship firstly means to daily act with ethics, having in mind, beyond the progress of our company, the general benefit of society. Beyond the responsibility as an ethical value, we believe that responsible enterprises are those which plan with a long term horizon, invest in the future and stand on sound foundations.

Responsible and therefore viable growth according to our strategy, brings added value for the Greek economy and society through initiatives supporting, the patient, the colleague, the worker, the citizen and the environment. We rely on cooperation with local communities, innovation, exports, decrease of the environmental footprint and investment in human resources.

Thus, we believe that we give back to society for its trust and create a stable basis for the healthy growth of our company in the future.





### THE IMPORTANCE OF OFFERING

The company recycles impressive quantities of plastic and paper, handles by its own means the gathering of the company's solid waste and transfers it to be destroyed. DEMO ensures that the procedures of proper management for building facilities and registration of carbon emissions are followed, as it ought to a modern industry. The company underlines its commitment to support cultural activities and promotes sports and "fair play", by sponsoring a number of artistic and sport activities.

The company has also produced pharmaceutical products of special composition, on named patient basis that have been ordered, even for a single unique patient, after a special permit is granted by the Authorities. DEMO's willigness to stop a production line of 15.000 vials per hour for 8 hours so as to produce 20 or 30 vials that will save one person's life, is maybe for DEMO the most important act of Social Responsibility.

### ETHICAL BUSINESS



- Member of Pharma Associations
- Member of Institutions for Sustainability
- Transparency in communicating with stakeholders
- Certified by Trace International (Anti Bribery & Transparency Compliance)

#### SOCIETY



- Donations to Hospitals, NGO's, Social Pharmacies, etc
- Support Children's refuges
- Promote and Support Athletics
- Donations to schools and local communities
- Support Health in small islands of the Aegean Sea

#### **ENVIRONMENT**



- Plastic Recycling 1.231,63 tn/year
- Paper Recycling 254,29 tn/ year
- · Recycling of electrical equipments 1406 kg
- Batteries Recycling 48 kg
- Oil Recycling 2.793 kg
- · Solid Waste 589,23 tn/year
- Saving 59.976 trees/year\*
- Saving 115.134 liters of water/year\*
- Total energy saving of more than 60%
- Support "Green Mission" initiative



### **EMPLOYEES**



- Promote Voluntarism
- DEMO Blood Bank
- DEMO Athens Marathon Team
- DEMO Footbal Team
- DEMO Theatre Team
- Private Health Insurance programs
- · Talent Management
- Events for the employees



