PLIVA annually manufactures:

- 5.5 billion tablets
- 30 million injections
- 10 million tubes of creams and ointments
WELCOME TO PLIVA!

There are only a few companies in Croatia or worldwide which can take pride in the long tradition that PLIVA can. Its history dates back to as early as 1921 when the Kaštel factory in Karlovac started to manufacture domestic herb extracts. In its history which spans over more than 90 years PLIVA has manufactured hundreds of different high quality medicines and made an exceptional contribution to the treatment of patients in Croatia and globally. Its experts, researchers and scientists have also greatly contributed to scientific and technological developments.

After decades of intensive development, PLIVA is today the largest pharmaceutical company in Croatia and one of the leading companies in Southeast Europe. With about 2000 employees, PLIVA is also among the major economic entities in Croatia and one of the country’s leading exporters. Since 2008 PLIVA has operated as a member of Teva, one of the largest pharmaceutical companies in the world, and PLIVA’s site in Zagreb has become one of the strategic production and research and development sites for the Teva Group.

PLIVA has state-of-the-art development and manufacturing capacities and offers a broad portfolio of high-quality generic medicines with superior therapeutic solutions for a large number of European and international markets. In addition to finished dosage forms, PLIVA also manufactures a large number of active pharmaceutical ingredients and is the only pharmaceutical company in Croatia and one of the few in the region with vertically integrated production.

Over the last several years PLIVA has doubled its production of finished dosage forms. With more than 90 different molecules, PLIVA manufactures about 1000 various products for the USA, the European Union and other markets all around the world.

A new investment cycle, worth about USD 200 million and one of the biggest in the company’s history, is underway. The investment is earmarked for the new production facility for active pharmaceutical ingredients at PLIVA’s site in Savski Marof and the construction of environmental facilities compliant with the IPPC Directive. The expansion of production capacities for finished dosage forms is underway at the Prilaz baruna Filipovića site in Zagreb. These investments will also result in new jobs and the employment of various experts.

Through both its current and future efforts PLIVA wants to be available to an even greater number of patients and a high-quality and reliable partner to healthcare systems in Croatia and Southeast Europe.

Sincerely yours,
Tihomir Orešković
PLIVA CROATIA Ltd.
Management Board President

Since 2008 PLIVA has operated as a member of Teva, one of the largest pharmaceutical companies in the world, and PLIVA’s site in Zagreb has become one of the strategic production and research and development sites for the Teva Group.
PLIVA MILESTONES

IN KARLOVAC, THE COMPANIES ISIS (ZAGREB) AND CHINOIN (BUDAPEST) FOUND THE COMPANY KAŠTEL D.D., PLIVA’S PREDECESSOR. THE PRODUCTION OF DOMESTIC HERB EXTRACTS BEGINS

1921

PLIVA’S OXYTETRACYCLINE PRODUCTION PLANT RECEIVES APPROVAL BY THE US FOOD AND DRUG ADMINISTRATION (FDA), THE FIRST OF MORE THAN 30 DMF SUBMISSIONS APPROVED BY THE FDA

1923

PRODUCTION IN THE NEW FACILITY FOR FINISHED DOSAGE FORMS STARTS. ONE HUNDRED AND THIRTY-TWO NEW MEDICINES ARE MANUFACTURED, 58 OF WHICH ARE BASED ON ORIGINAL FORMULATIONS

1927

THE PRODUCTION OF INJECTIONS, SYRUPS AND TABLETS BEGINS

1965

PLIVA’S OXYTETRACYCLINE PRODUCTION PLANT RECEIVES APPROVAL BY THE US FOOD AND DRUG ADMINISTRATION (FDA), THE FIRST OF MORE THAN 30 DMF SUBMISSIONS APPROVED BY THE FDA

1971

PLIVA’S ORIGINAL MACROLIDE ANTIBIOTIC AZITHROMYCIN IS PATENTED

1980

AZITHROMYCIN IS LAUNCHED UNDER PLIVA’S BRAND NAME SUMAMED

1988

AZITHROMYCIN IS LAUNCHED UNDER PFIZER’S BRAND NAME ZITHROMAX ON AMERICAN AND WESTERN EUROPEAN MARKETS

1991

PRODUCTION MOVES TO THE CURRENT SITE IN ZAGREB, WHICH EMPLOYS ABOUT 60 PEOPLE, OF WHOM TEN ARE TERTIARY QUALIFIED
VLADIMIR PRELOG, PHD, NOBEL PRIZE WINNER FOR CHEMISTRY IN 1975, JOINS THE COMPANY AND BEGINS A RESEARCH ROLE IN KAŠTEL D.D.

KAŠTEL D.D. BECOMES ONE OF THE FIRST SULPHONAMIDE PRODUCERS IN THE WORLD. STREPTAZOL IS PATENTED UNDER NUMBER 13726. SINCE THEN, PLIVA HAS FILED MORE THAN 400 PATENT APPLICATIONS IN OVER 40 COUNTRIES WORLDWIDE.

PLIVA GETS ITS CURRENT NAME (THE STATE INSTITUTE FOR PRODUCTION OF MEDICINES AND VACCINES) AFTER 1945 PRODUCTION INCREASES, THE NUMBER OF EMPLOYEES INCREASES, AND THE CONTROL-ANALYTICAL SECTOR IS FOUNDED.

THE PLIVA RESEARCH INSTITUTE IS FOUNDED.

THE PRODUCTION OF VITAMIN C, BASED ON IN-HOUSE PATENTED TECHNOLOGY, BEGINS.

OXYTETRACYCLINE AND VITAMIN B6 PRODUCTION STARTS.

1935

1936

1937

1941

1952

1953

1959

1935 1936 1937

2001

2001 - 2010

2002

2008

2011

2012

PRODUCTION IN THE NEW FACILITY FOR ORAL SOLID FORMS STARTS.

NUMEROUS RECONSTRUCTION ACTIVITIES TAKE PLACE AT THE INJECTIONS AND CREAMS PRODUCTION FACILITIES.

THE NEW RESEARCH INSTITUTE OPENS.

PLIVA BECOMES A MEMBER OF THE TEVA GROUP, ONE OF THE WORLD’S LARGEST GENERIC PHARMACEUTICAL COMPANIES.

A NEW INVESTMENT CYCLE, ONE OF THE BIGGEST IN THE COMPANY’S HISTORY.

OVER THE NEXT SEVERAL YEARS, A NEW PRODUCTION FACILITY FOR ACTIVE PHARMACEUTICAL INGREDIENTS WILL BE BUILT AT PLIVA’S SITE IN SAVSKI MAROF. THE EXPANSION OF PRODUCTION CAPACITIES FOR ORAL SOLID FORMS AND INJECTIONS, AND THE INTRODUCTION OF NEW TECHNOLOGIES TO THE PRODUCTION AND PACKAGING OF FINISHED DOSAGE FORMS, GETS UNDERWAY AT THE ZAGREB SITE.

THE FINANCIAL SHARED SERVICE CENTRE ZAGREB FOR TEVA’S EUROPEAN SITES OPENS WITHIN PLIVA.

2008
Although PLIVA’s history starts with the establishment of the joint-stock company and factory Kaštel in Karlovac in 1921, manufacturing at PLIVA’s current site in Savski Marof dates back to as early as 1878, when the baron Dumreicher opened a factory and refinery for spirits and baker’s yeast. This factory was recognised as a pioneer in the industrialisation and economic development of Croatia for that time, and was subsequently renamed Žumberak, and in 1967 its name changed to PLIVA, Savski Marof site.

The first president of the Board of the Joint-Stock Company Kaštel was Prof. Gustav Janaček, Ph.D. who, in cooperation with Eugen Ladany, Ph.D., started the production of pharmaceutical and galenical preparations thus paving the way for the modern production of medicinal products in this region. A team of enthusiasts, guided by a passion for science and its values, started with researching and developing new medicines soon after the establishment of Kaštel. Organised research work at PLIVA started in 1936 in cooperation with Prof. Vladimir Prelog from the University of Zagreb, later a Nobel Prize Laureate for chemistry. In 1936 Kaštel launched and patented sulphanilamide, an active substance with bacteriostatic effects, under the name Streptazol and thus became one of the first sulphonamide manufacturers in the world.

The production of vitamin C started in 1953 and it was based on the in-house patented technology. The production of oxytetracycline and vitamin B6 started soon after.
In the middle of the fifties PLIVA had galenical, tablet and injection departments, and in 1952 it founded its own Research Institute. The department for the preparation of production worked on granulation, granulate drying and tableting. Although it had modest equipment, some tablets were sugar coated, even back then. In addition to finished dosage forms, PLIVA currently also manufactures a large number of active pharmaceutical ingredients.

The discovery of azithromycin, the first azalide antibiotic, was a landmark in both PLIVA’s history and the history of the entire Croatian pharmaceutical industry. This discovery made PLIVA one of the few pharmaceutical companies with an in-house developed original medicine and Croatia one of only nine countries with its own antibiotic. Thanks to its outstanding therapeutic properties, Sumamed has become and remained one of the most successful blockbuster medicines worldwide.

Until about twenty years ago PLIVA was a typical local company, generating about 75% of its revenues from medicines on the domestic market. Following its successful privatisation, expansion to new markets and business operations in a number of countries, PLIVA was transformed from a local player into a strong regional player and one of the most well-known brands in Central and Eastern Europe.

The investment cycle reached its peak in the nineties with the opening of the new production facilities for azithromycin in Savski Marof and oral solid forms in Zagreb, as well as the opening of the New Research Institute. The main focus in PLIVA’s business at that time was its internationalisation. Following its shift to the generic business, PLIVA became a member of the US-based company Barr in 2006, and again changed its owner in 2008 when it became a member of the Israeli Teva.

PLIVA, now a member of the Teva Group, is the largest pharmaceutical company in Croatia and the leading pharmaceutical company in Southeast Europe.
PLIVA’s operations comprise of the production of finished dosage forms and active pharmaceutical ingredients, commercial operations in Croatia and Southeast Europe, and the research and development of generic medicines and active pharmaceutical ingredients. PLIVA’s product portfolio includes oral solid forms and injectables, creams/ointments, OTC products, cytostatics and active pharmaceutical ingredients. Thanks to approvals by the US Food and Drug Administration (FDA), the British Medicines and Healthcare Products Regulatory Agency (MHRA) and those of other relevant European agencies, PLIVA’s manufacturing processes comply with the high global quality standards required for international markets.

A great proportion of the credit for PLIVA’s achievements to date, and its current status, can be attributed to its many experts, innovative technologies, continuous investment into research and development, and its overall production system. These are the reasons why Zagreb is today one of the leading production sites and one of the major R&D centres of the Teva Group. Highly qualified and motivated employees are one of the strongest sources of PLIVA’s competitiveness. Since pharmaceutical operations are specific, PLIVA provides additional on-the-job training to its new employees, for example in production or quality assurance, and invests in their further professional development. Created over a long period of time, PLIVA’s corporate culture reflects its values and is a key success factor for the achievement of strategic goals and a crucial prerequisite for timely adjustment to continuous changes.

COMMERCIAL OPERATIONS

PLIVA has a broad portfolio of high-quality generic medicines providing superior therapeutic solutions. PLIVA holds the leading position in the Croatian market in the prescription drugs segment: in 2011, almost two hundred molecules in over 290 dosage forms were in reimbursement list of the Croatian Health Insurance Institute, and
PLIVA plans to register additional products in the Croatian market. Commercial Operations cover a broad spectrum of activities related to the marketing and sale of medicinal products in the Croatian market.

PLIVA’s sales representatives have the largest network and the greatest number of business contacts in the pharmaceutical business in Croatia. Through many years of successful cooperation PLIVA’s medical representatives have built high-quality relationships with the entire professional community, including primary healthcare physicians, specialists, pharmacists and wholesalers and pharmacies.

Traditional media, however, are no longer sufficient and PLIVA has embraced new media, primarily with its healthcare portals www.plivazdravlje.hr and www.plivamed.net which are intended for a general audience and medical and pharmaceutical communities, respectively.
Thanks to the strength of its brand, PLIVA firmly holds its leading position in Croatia, and its brand is recognized and highly appreciated across the region. PLIVA holds the leading position in Bosnia and Herzegovina, it is close to the leading position in Macedonia, and it has stable operations in Serbia, Albania and Kosovo. We believe that this trend will continue in the years ahead.

**PLIVA IN BOSNIA AND HERZEGOVINA**

Since 1996, PLIVA has operated in Bosnia and Herzegovina via its representative office in Sarajevo. Thanks to its successful work over the last fifteen years, PLIVA has become one of the leading foreign pharmaceutical companies in Bosnia and Herzegovina by turnover, by number of registered products in both of the country’s entities and by its business reputation among its customers and users. All activities are coordinated via the main office in Sarajevo and the offices in Mostar, Banja Luka and Tuzla.

The activities of the representative office are related to products registered in Bosnia and Herzegovina and comprise of market research, medical marketing and services, education of customers/users, development of the pharmaceutical market and supporting the creation of regulatory policies.

**PLIVA IN MACEDONIA**

PLIVA has been present in the Macedonian market for 35 years, first via its representative office and since 1993 via its subsidiary headquartered in Skopje.

The primary activity of PLIVA Skopje d.o.o. is to supply the Macedonian market with PLIVA’s and Teva’s medicines. In addition to sales, PLIVA Skopje also has
its own warehouse which distributes products to local wholesalers.

Despite market size, a restricted healthcare budget and payment issues, PLIVA Skopje has achieved higher than market growth, an optimized portfolio and significantly improved business results. It also plans to increase sales, become one of the top four companies in the country, increase market share and expand its portfolio.

The company has achieved numerous accomplishments and outpaced its main competitors. It has entered the oncology business, which currently accounts for 16% of the total market, and launches 10 new products per year. Macedonian customers have recognized PLIVA Skopje as a reliable partner and one of Macedonia’s strongest brands, which resulted in PLIVA Skopje receiving the 2011/2012 SUPERBRANDS Award.

**PLIVA IN SERBIA**

In Serbia PLIVA operates via Teva Serbia d.o.o., which enables the company to additionally strengthen its position and intensify marketing activities in the Serbian market. It also plans to register a large number of medicinal products from Teva’s portfolio.

**TEVA SERBIA**

Teva Serbia is part of TEVA Pharmaceutical Industries Ltd., the leading generic pharmaceutical company in the world. Headquartered in Belgrade, Teva Serbia employs a team responsible for marketing and sales in the Serbian market and delivers new energy thanks to the synergies it has developed with healthcare providers and patient associations.
The dedicated Teva Serbia team successfully uses the global strengths of one of the leading pharmaceutical companies in the world to offer state-of-the-art, high-quality and affordable generic medicines to a great number of patients in Serbia.

Our goal is to establish and develop good relationships with the entire professional community, including primary care physicians, specialists, pharmacists, wholesalers and pharmacies. Unique qualities and success are part of our business strategy, and special attention is given to the establishment and continuous development of relationships with the communities in which we operate, state institutions and patients. Teva Serbia currently has 47 molecules and 87 dosage forms in six pharmacotherapeutic areas: neurology, rheumatology, infectious diseases, oncology, cardiology and allergology. Since PLIVA, as a member of the Teva Group, has been present in the Serbian market for a number of years, Teva Serbia also markets products from PLIVA’s portfolio.
PLIVA’s strength lies in the diversity, expertise and commitment of its employees. The credit for its success has gone to them for many generations. PLIVA in Croatia currently has about 2,000 employees.

PLIVA offers an exceptionally creative environment, professional and career development opportunities and high quality teamwork to its highly educated employees. They work in a dynamic and technically sophisticated environment, with motivating work conditions and remuneration system.

Our slogan is that people must never stop working on themselves and therefore we at PLIVA believe in lifelong learning. We believe that our knowledge and skills are the greatest assets of both the company and its employees. PLIVA supports both on-the-job learning and other forms of training conducted through coaching and mentoring, multidisciplinary task forces, seminars, conferences, postgraduate and specialty studies and foreign languages and computing courses. PLIVA also has its own training centre offering programs that are tailored to our needs and that contribute to the exchange of knowledge and information within the company.

We at PLIVA respect achievements and overall potential. A professional approach, commitment, proactive behaviour and motivation for further professional development are the main characteristics of all our employees and the greatest contributors to the company’s success. “Team” is the key word for PLIVA. Generally, our teams are multidisciplinary and include employees with various qualifications who jointly contribute to the achievement of business goals and results, while additionally improving their expertise and competencies.
PLIVA expects its employees to support and promote its core values of innovation and creativity, customer focus, integrity, teamwork and knowledge sharing.

EMPLOYER PARTNER
Since PLIVA is recognized in the Croatian economic and business environment as a high-quality employer, it can recruit or attract outstanding talents while they are still studying, e.g. via its scholarship program. The Employer Partner Certificate, presented to PLIVA in May 2012, is external confirmation of PLIVA’s high human resource development standards and systems and of its transparent employee recruitment and retention methods.

PRODUCTION OF FINISHED DOSAGE FORMS
PLIVA’s production site in Zagreb specialises in the production of oral solid forms, sterile forms, creams and ointments. Thanks to approvals by the US Food and Drug Administration (FDA), the British Medicines and Healthcare Products Regulatory Agency (MHRA) and those of other relevant European agencies, PLIVA is among manufacturers complying with global quality standards required for international markets. This gives the company an advantage over its pharmaceutical competitors in the region and beyond. Operations in Zagreb play a very important role in the Teva Group and the production site in Zagreb is one of the strategic production sites for the entire Teva Group.

A broad product portfolio is divided into several therapeutic groups, the major ones being: cardiovascular, gastrointestinal, anti-infectives, oncological, musculoskeletal, neurological and psychiatric diseases. The leading products are Sumamed and other finished and semi-finished azithromycin based products. Andol®,
Plivadon® and Maxflu®, products from PLIVA’s broad OTC portfolio, were awarded the Super Brand status in 2008. Eighty percent of medicinal products are intended for export, and Pliva’s largest markets are Croatia, Russia and the USA.

**QUALITY FOR HEALTH AND LIFE**

Quality is the guiding principle for all PLIVA employees and its entire business operations. Since medicinal products are special purpose products, they have to be safe and efficient and meet all marketing authorisation requirements. The entire process – from purchase of active pharmaceutical ingredients to product release from the factory and its transportation to wholesalers or hospitals – is meticulously controlled and consistently in full accordance with current Good Manufacturing Practice (cGMP) standards. Experts from PLIVA’s Quality Assurance work in laboratories with state-of-the-art equipment and use leading edge analytical instruments, methods and technologies.

**PRODUCTION OF ACTIVE PHARMACEUTICAL INGREDIENTS - TAPI CROATIA**

PLIVA has a long tradition in the production of bulk pharmaceuticals - its active pharmaceutical ingredients and intermediates have been present in the most demanding US and European markets since the mid 1960s.

All APIs manufactured at PLIVA are incorporated in PLIVA’s and Teva’s medicinal products. This, in addition to their sale to external customers in international markets, represents our long-term strategy. Our goal is to make TAPI Croatia a significant link in the development chain of PLIVA’s and Teva’s new products and thus increase the competitiveness of the entire com-
pany. The development and manufacturing of APIs are carried out at two sites - in Zagreb and in Savski Marof. TAPI Croatia employs more than 300 people, of whom more than 30% are in Research and Development. The integration of this segment into Teva’s processes has brought about a number of changes - from increased production capacities and facilitated transfer of new products, through increased efficiency, to additional standardisation of quality standards and a number of new development projects.

The production complies with strictly defined standards and international directives. The joint inspection carried out by the US Food and Drug Administration (FDA), the British Medicines and Healthcare products Regulatory Agency (MHRA) and the Croatian Ministry of Health and Social Welfare in 2009 was especially important for PLIVA. Although the FDA has been inspecting PLIVA’s production since 1965, this was the first inspection ever, both in Croatia and globally, to be carried out jointly by these three institutions.

**RESEARCH AND DEVELOPMENT**

A great proportion of the credit for PLIVA’s achievements to date, and its current status, can be attributed to its in-house research and development programme. Clearly defined research and development and project management processes, focusing on niche areas, the use of state-of-the-art technologies and scientific methods, and the systematic protection of intellectual property rights underpin PLIVA’s research and development strategy. PLIVA’s R&D strategy focuses on the development of generic medicines and active pharmaceutical ingredients, and Zagreb is one of the most important research and development centres within the Teva Group.
The purpose of these projects is to develop new chemical synthesis processes, new procedures for the preparation of active pharmaceutical ingredients and new finished dosage forms, through various science-based technologies. In 2011 Teva’s research and development expenditures amounted to about 7% of revenues, and PLIVA earmarks a similar percentage for its research and development projects.

Throughout its history PLIVA’s Research Institute has employed more than a thousand scientists, many of whom spent their entire years of service at PLIVA or became university professors or academics, including one Nobel Prize winner. Many pursued their careers at renowned universities worldwide. PLIVA’s traditional co-operation with the scientific community in Croatia and abroad has remained intensive and is primarily focused on numerous joint projects with Croatian and foreign universities and scientific institutions.

PLIVA’s Research and Development currently employs about two hundred scientists and researchers of differing profiles, and of these more than forty hold M.Sc. and Ph.D. degrees. Their task, at the Teva Group level, is to design new products – active pharmaceutical ingredients and finished dosage forms – for markets worldwide. Since PLIVA is the only pharmaceutical company in Croatia with vertically integrated production, research and development plays an invaluable role in the company’s entire business operations. The results of these activities are about twenty completed projects per year for target markets in the EU, the USA and Croatia.
PLIVA regularly collaborates with leading Croatian scientific and higher education institutions, especially with the Faculty of Pharmacy and Biochemistry, Faculty of Chemical Engineering and Technology, Faculty of Science and the Ruđer Bošković Institute. PLIVA’s experts and scientists contribute to the work of the scientific community by attending and organising scientific and professional symposia, participating in the work of professional societies and associations and through significant publishing efforts. They also partly organise lectures or teach at universities as guest professors or are mentors to students whose research for their bachelor theses also includes work in PLIVA’s laboratories.

CORPORATE SOCIAL RESPONSIBILITY

PLIVA has gained the position and built the status of a socially responsible company, made possible by the quality of its products and its firmly established relationships with customers, users and business partners within the healthcare system. Its position and status also result from its approach to employees, environmental protection and its entire social and economic environment.

This approach has made PLIVA globally competitive and has enabled it to comply with the requirements of Croatian legislation and the requirements of other stakeholders. PLIVA has been reporting its sustainable development achievements in line with GRI guidelines, which cover economic, society and environmental performance indicators, for ten years.
PLIVA continuously invests in the community, and these investments are earmarked for public health events, sponsorships and donations to healthcare and educational institutions, financing projects of non-profit, non-governmental and charitable associations, and associations of persons with special needs. These funds are mostly intended for projects related to education, prevention of diseases and healthcare. These investments directly contribute to the improvement of treatment and healthcare of citizens. By its own example, PLIVA encourages other companies and its business partners to be socially responsible and help those who need it most.