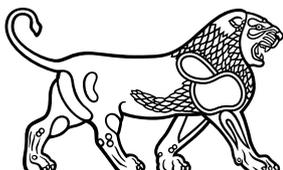


Introducing you to LEO®



OUR MISSION

— we help people achieve healthy skin

OUR VISION

— to be the preferred dermatology care partner

ABOUT US

Throughout our 100 year heritage, at LEO Pharma we have always been passionate about improving patient **quality of life** and evolving our solutions and services to best meet the needs of people living with **skin** (dermatologic) and **blood clotting** (thromboembolic) conditions. We view everyone as individuals who deserve **innovative** treatments and holistic support for their daily concerns. At LEO Pharma, this empowering approach to **patient care** is the guiding force that drives how we think and how we act.

LEO Pharma is owned by the **LEO Foundation** which means our profits are reinvested back into developing new patient focused solutions as we do not have external shareholders. This allows us to take a longer term view as we expand our pipeline of potential new products and reach into new areas to meet unmet dermatological needs such as in **acne**, **psoriasis**, **eczema** and **actinic keratosis**. We are also driving new approaches for thrombosis and addressing challenges in the management of Cancer Associated Thrombosis (CAT).

WHAT MAKES LEO PHARMA UNIQUE

LEO Pharma's patient focused approach, combined with a distinct business model driven by its independent LEO Foundation ownership and knowledge of the UK and Irish markets make it a truly unique company.



I have enjoyed the best of relationships with LEO and LEO staff throughout my career in Dermatology

Chris Bunker, Consultant Dermatologist; President BAD 2012-2014

OUR VALUES

- Integrity
- Adaptability
- Passion
- Innovation
- Customer Focus

WE LISTEN: PATIENT FOCUSED SOLUTIONS

For everyone working at LEO Pharma, people living with the conditions we treat are at the heart of what we do. We work directly with healthcare professionals (HCPs) to understand the treatment options they want and we ask patients for feedback on what they need to take control and manage their condition. This means we are focused on providing a wide range of delivery options and treatment solutions which allow HCPs to discuss options and tailor management with each individual patient, making a real difference to their lives.

- The **Psoriasis: Think Twice** working group is a testament to this approach, as perspectives from over 500 people with psoriasis were used to shape the campaign and Jessica, who lives with psoriasis is the focal point.
- Our recent commitment to raise the awareness of **Cancer Associated Thrombosis** (CAT) involves working towards providing patients and carers with the vital information they need to understand how to get the best from their treatment and reduce the impact of blood clots.

Our commitment to patients extends to the wider healthcare environment: LEO Pharma is a tireless champion for psoriasis. Recently, we successfully encouraged the World Health Organisation to adopt its first-ever resolution on psoriasis in 2014 which will help to raise much needed awareness of the condition and the stigma people living with the condition experience globally. The combination of innovative thinking and integrity also explains why LEO Pharma was the second company globally to declare its commitment to clinical data transparency.

At LEO Pharma, we listen; we care and we take action for the betterment of people living with the conditions we treat around the world.

LEO Pharma is also an active member of The Association of the British Pharmaceutical Industry (ABPI), the Irish Pharmaceutical Healthcare Association (IPHA); All Party Parliamentary Groups (APPGS) and corporate supporters of many professional and patient groups such as:

- Primary Care Dermatology Society (PCDS),
- British Dermatological Nursing Group (BDNG)
- British Association of Dermatologists (BAD)
- SKCIN
- Anticoagulation Europe (ACE)
- Irish Skin Foundation
- Irish Cancer Society
- Psoriasis Association
- British Skin Foundation
- Changing Faces
- Skin Conditions Campaign Scotland

WHY WHAT WE DO MATTERS

Listening to people tells us that much of the patient experience can be improved by supporting them holistically. For this reason, we provide information and support for our patients and their families to help them manage their conditions. The emotional as well as physical impact of these conditions can be significant:

DERMATOLOGY

1/3

of people with psoriasis experience depression and anxiety¹

10%

of people aged over 40 suffer from actinic keratosis²

Around 80%

of 11-30 year olds are affected by acne³

77%

of those affected by psoriasis describe it as a problem that impacts on their quality of life¹

“
The value we have gained from working with LEO in all areas is incalculable and has undoubtedly helped us to make a difference in the fight against skin cancer
”

Charlotte Fionda; Development Director, Skcin & Skin Cancer UK

LEO Pharma provides practical support on how to minimise the impact these conditions have on people, thus improving their quality of life.

THROMBOSIS

12%

of cancer patients with VTE survive for one year compared with 36% of patients without VTE⁴

Thromboembolism is 1 of the leading causes of death in cancer patients⁵

Up to 1 in 5

cancer patients will experience VTE and reducing this figure could have a positive impact on mortality and morbidity^{6,7}

“
LEO Pharma have provided us with a first class service which has undoubtedly enhanced our patient care
”

Erith Jones; Anticoagulant Nurse Hywel Dda, Health Board

POWERFUL PARTNERSHIPS: BETTER TOGETHER

LEO Pharma believes in developing **powerful partnerships** by seeking Joint Working initiatives within the wider pharmaceutical industry, the National Health Service, Health Service Executive and other patient-focused stakeholders, in order to drive innovation; heighten education and improve patient outcomes. We see this as an opportunity for mutually beneficial collaboration to provide significant added value within the healthcare economy and even better care for people living with life-changing conditions. Some of our current offerings include:



QualityCare™

Holistic digital solutions to support people living with the conditions we treat



Service redesign

Hospital Episode Statistics HES data manager tools



Educational support

and tools such as Disease Awareness programmes



Audit tools

and support (VTE)



Joint Working

Initiatives & New Business models

For more information on LEO Pharma or to contact us about Joint Working opportunities, partnerships and new business please e-mail: partnership@leo-pharma.com or call +44 (0)1844 347333

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