

LUNDBECK

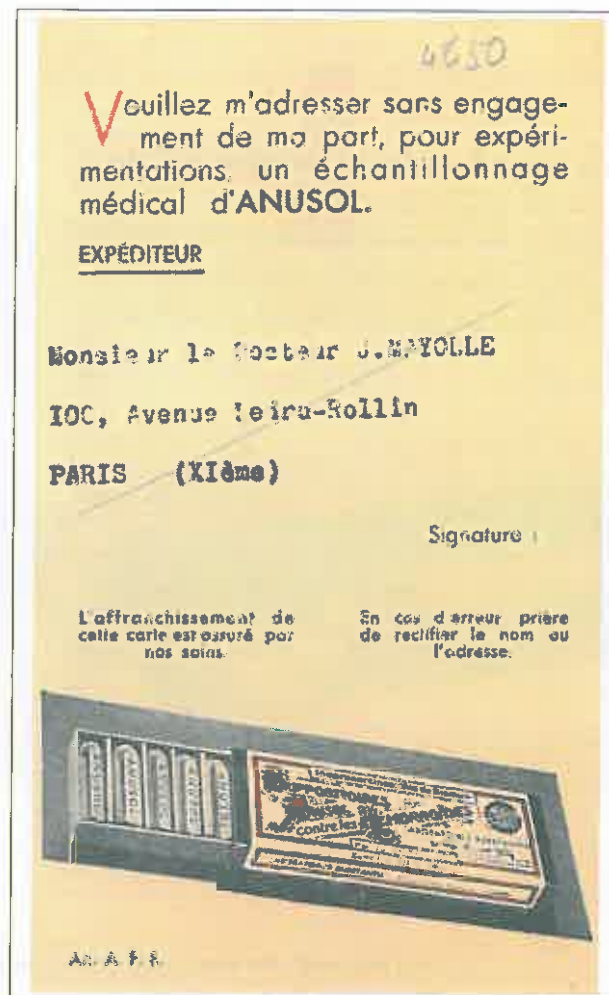
*100 years at the
service of patients*



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Since the mid-'20s, with the recruitment of Eduard Goldschmidt, pharmaceuticals were added to its range of products through a series of new agency contracts: the suppository for hemorrhoids **Anusol®**, ...



France postal card prepaid

... the laxative **Agarol®** ...



Belgian postal card from 30c



... the painkiller **Gelonida®** ...



Germany postal card

... and **Inotyol®** for the treatment of small cuts and minor burns.



France postal card



Cosmetics and toiletries were considered by-products in the manufacture of pharmaceutical products at that time, so it was wholly natural for Lundbeck integrate its range with **eau de toilette**, and with various creams, salves, baby powders, etc..



1.2 1930-1945 Expansion of production, space and employees

The Danish government introduced foreign currency restrictions in response to the worldwide **economic crisis** of the 1930s. The aim of these restrictions was to create more **jobs** in Denmark.



The company began its own production, converting the preparations into tablets, and packing and labelling them in Denmark. Growing production volume created a need for more space and additional employees. In 1939, Lundbeck moved to **Ottiliavej in Valby**, where there was space for administration offices, laboratories, stables and production.





Hans Lundbeck was experiencing health problems by this time. To secure the company's future, he married Miss Grete Sterregaard, the company's senior secretary, after a 10-year engagement. Eduard Goldschmidt was forced to withdraw from the company a short time later as a result of the occupying Germans' rampant **anti-Semitism**.



1.3 1945-1960 Developing new medicinal interests

After the Second World War, the development of new medicines once again gained momentum. Lundbeck secured its own niche in the **research of antibiotics** that was typical of the time.



The Nobel Prize in Physiology or Medicine 1952
Selman Waksman



On a visit to the USA, Lundbeck's director, Oluf Hübner, made a spontaneous call on **Professor Selman Waksman** – later a Nobel Prize winner – who presented him with the basic formula for Neomycin®, a preparation for the treatment of wound infections.



Lundbeck intensified an interest in compounds that affect the central nervous system (CNS). Under P.V. Petersen's management, Lundbeck established **research units** for pharmacology, toxicology and biology in Valby.



1.4 1960-1975 Expansion of ownership and markets

Lundbeck established a strong reputation in psycho-pharmaceuticals at the beginning of the 1960s. The company was praised for its efforts to improve the quality of life for the **mentally ill**.

Due to continuous expansion, the Valby factory could not keep up with demand so in 1961 Lundbeck bought a former dairy at **Lumsås** on Sjællands Odde, a peninsula in north-west Zealand.





The major sales opportunities lay beyond Denmark's frontiers. Lundbeck had already established its first foreign subsidiary in **Malmö, Sweden**, at the beginning of the Second World War.



International contacts were extended in the late 1940s and 1950s to include **Norway, Belgium, Finland, the Netherlands, Switzerland and Austria**.



Many of the old agency agreements were replaced by 'genuine' Lundbeck representation in the 1960s. The company opened new offices in **New York** ...





... and in Paris and, in 1972, Lundbeck Ltd was established in Luton, UK, with seven sales consultants and office staff.



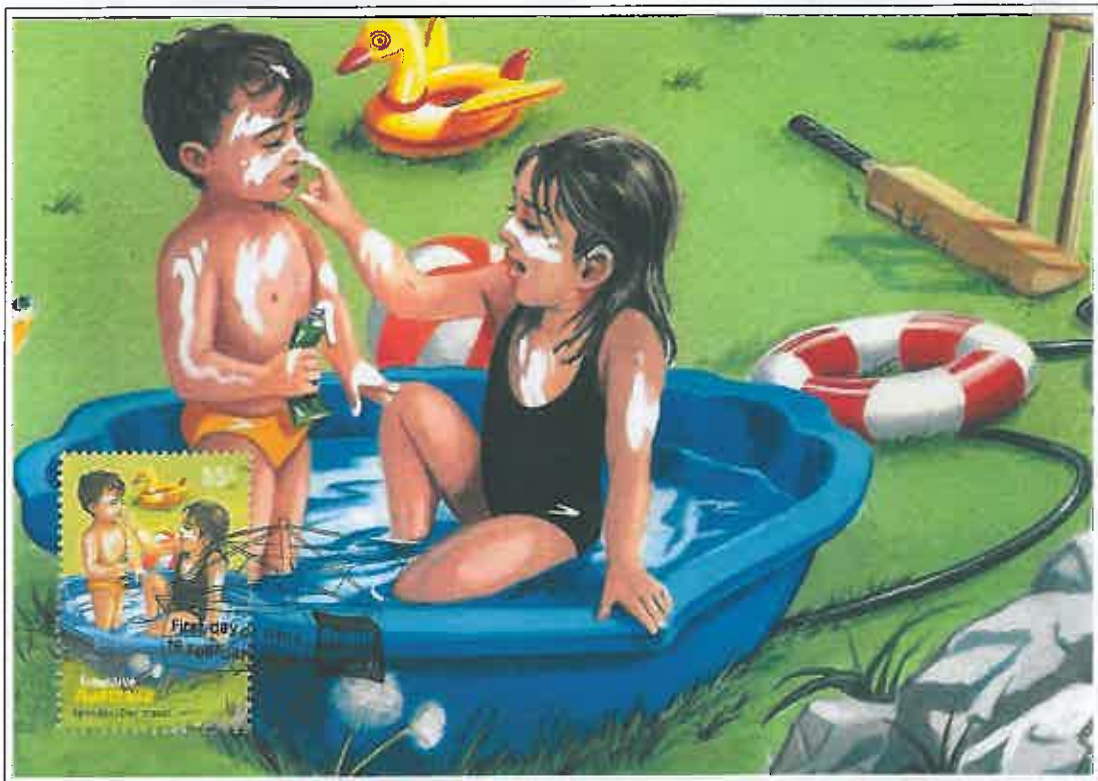
1.5 1975-1990 Spring cleaning and focus on brain diseases

After 60 years of growth, Lundbeck had so many different departments and products that it was almost impossible to maintain an overview. Part of Lundbeck's 'spring-cleaning' operation meant that all energies were concentrated on developing Lundbeck's position in CNS pharmaceuticals.

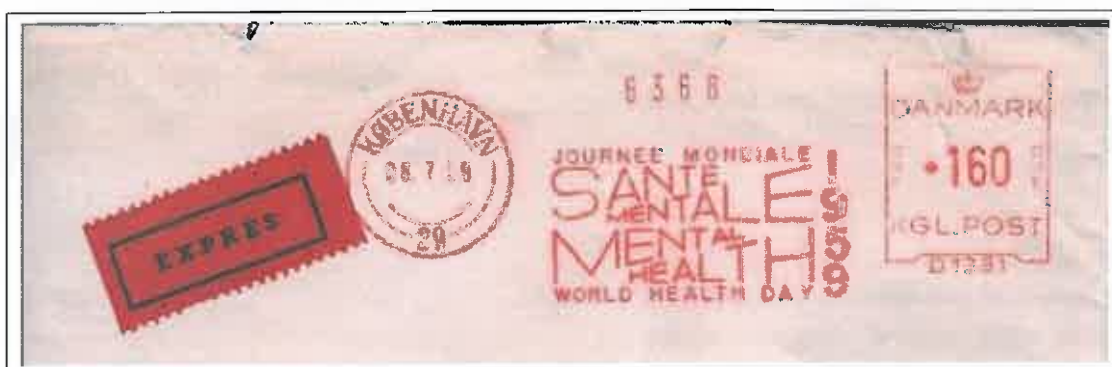




Lundbeck had sold **hair dyes**, deodorants and **sun lotions** up until the end of the 1970s. These were now discarded, along with the agencies for essences and oils for the confectionery industry, large rolls of industrial aluminium foil, and machines for producing **soap**.



With its original preparations, Lundbeck demonstrated its ambition to improve the quality of life of people suffering from **brain disease**. The company goal was to develop better treatments with greater efficacy and, whenever possible, fewer side effects.



Lundbeck's transformation into the dynamic company it is today picked up speed when former CEO Erik Sprunk-Jansen joined in 1987, refocused Lundbeck as a specialist in pharmaceuticals for treatment of brain diseases.



5 ani de la înființarea Asociației Antiparkinson din România



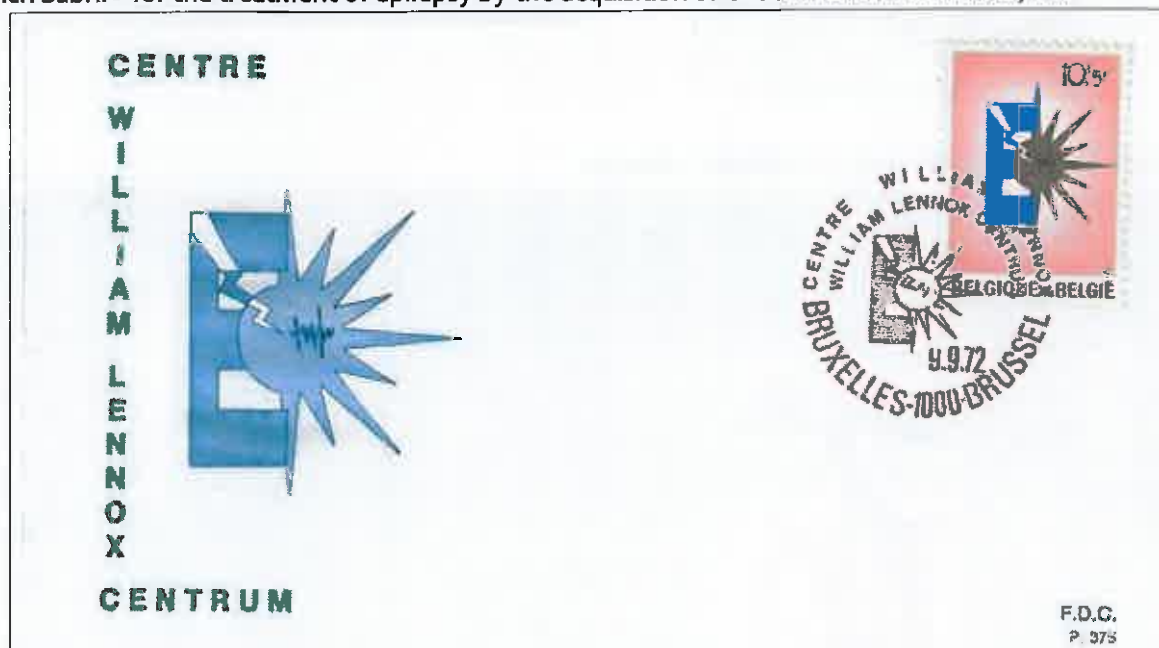


1.7 2010-... New treatment opportunities

Lundbeck obtained the rights to commercialize Sycrest®/Saphris® for the treatment of bipolar disorder and schizophrenia in all markets outside the USA, China and Japan.



In 2012, Lundbeck launches Onfi™, an adjunctive therapy for seizures associated with **Lennox-Gastaut syndrome** (LGS) in patients two years and older, in the United States, after that In February 2009, Lundbeck announced the launch Sabril® for the treatment of epilepsy by the acquisition of Ovation Pharmaceuticals, Inc.



In 2013, Lundbeck took its first steps into a new area, launching Selincro® in Europe for the treatment of **alcohol dependence**.

