

Strategy

Group Strategy

The Group has a clearly defined strategy to:

- ▶ Develop an international high margin, cash generative, specialist veterinary pharmaceuticals and related products business through a clear focus on key therapeutic areas: dermatology, analgesia and critical care, endocrinology, cardiovascular, equine and food producing animal antimicrobials.

Product Development and Regulatory Affairs



The strategy is to:

- ▶ Quickly and effectively evaluate the feasibility of development and registration of new products;
- ▶ Conduct trial work as cost-effectively as possible and in-house wherever possible; and
- ▶ Build on the team's skills, expertise and knowledge to ensure regulatory submissions have the optimum chance of achieving approval upon first review.

Manufacturing



The strategy is to:

- ▶ Provide technical formulation and development expertise to support in-house product development and third party customer requirements;
- ▶ Produce a wide range of dosage forms in both small and large scale; and
- ▶ Provide an end-to-end service with the highest levels of quality approval for our customers.

Pharmaceutical Sales



DVP EU

The strategy is to:

- ▶ Focus on clearly defined therapeutic sectors;
- ▶ Support and educate veterinary customers by taking a strong technical approach to sales and education and by gaining key opinion leader support; and
- ▶ Extend our sales and marketing capabilities into additional territories.

DVP US

The strategy is to:

- ▶ Focus on clearly defined therapeutic sectors within the companion animal market;
- ▶ Support and educate veterinary customers by taking a strong technical approach to sales and education and by gaining key opinion leader support; and
- ▶ Continue to develop and grow our infrastructure to create a sales and marketing team of sufficient scale to maximise current and future pipeline product sales across North America.

Value Generation



The strategy is to:

- ▶ Deliver maximum return from our integrated business model by:
 - Investing in a strong development pipeline;
 - Maximising sales and margin of our existing product portfolio; and
 - Extending our geographical scope.



The objective is to:

- Maximise value from our existing product portfolio and new product pipeline through an integrated business model which will deliver the maximum return to all stakeholders.



The objective is to:

- Screen exploratory ideas for suitability for addition to the pipeline;
- Conduct clinical trials and compile safety data where necessary and to provide regulatory dossiers for submission for approval to key global regulators; and
- Maintain existing product registrations and register licenses into new territories.



The objective is to:

- Produce our own branded, licensed products as effectively and economically as possible at the highest quality standard achievable; and
- Provide a high quality differentiated manufacturing service to third party customers.



DVP EU

The objective is to:

- Create a sales and marketing structure which maximises both the exposure of the Dechra brand and sales of its products to veterinarians within the EU; and
- Supply marketing and technical support to worldwide distributors of our products.



DVP US

The objective is to:

- Create a sales and marketing structure which maximises both the exposure of the Dechra brand and sales of its products to veterinarians within the US.



The objective is to:

- Continue to grow sales and profit by achieving our strategic objectives; and
- Generate value for all stakeholders.