



## Omega Pharma presents innovation and expansion strategy at Investors Day

Nazareth (Belgium) - September 11, 2008 (10:30 AM CET) – Today, Omega Pharma's Investors Day takes place in the Brussels Stock Exchange building. At this occasion, Omega Pharma presents its new strategy which is characterized by:

- geographic expansion and innovation;
- product innovation and synergies;
- innovation in the field of marketing and sales.

Geographically, Omega Pharma opts for expansion towards the emerging markets - mainly in Central and Eastern Europe, but also in other growth regions. Omega Pharma will no longer look for larger acquisition targets, but rather for various smaller opportunities, thus managing risks while still creating suitable sales platforms.

Product innovation is also a determining factor in the new strategy. Omega Pharma intends to build unique OTC products in specific niche categories, which can be rolled out to a large number of countries thus maximally spreading the development costs. Locally and centrally developed products can yield greater synergy as a result of further geographic expansion.

In the area of marketing and sales, Omega Pharma will introduce original concepts to promote its products and brands through the trade and the pharmacists to the end-consumer (quality contracts, key accounts, POS activation, multi-channel, etc.).

The implementation of these three key strategies has already started a couple of months ago. For its geographic expansion strategy, for example, the company has already taken a number of initiatives (e.g. smaller participations, acquisitions, joint-ventures and/or greenfield operations) to create platforms for its products in Austria, Switzerland, Australia and New Zealand, the Czech Republic and Slovakia, Hungary, South-East Asia and India.

Although each initiative is at present still small on its own (combined sales estimates at group level of 5 million euro in 2008 and 10 million euro additional sales in 2009), management of Omega Pharma expects that this strategy can lay the foundations for a continued growth for several years, enabling the company to gain a fixed position in the world-wide Top 10 of the market for OTC medicines and personal care products.

Since its creation in 1987, Omega Pharma has grown into a multinational group with approximately 2,000 staff and with operations in already over 30 countries. Omega Pharma is one of the few companies dealing solely in OTC products.

**More information can be found in the presentation of the Investors Day, which can be downloaded from [www.omega-pharma.be](http://www.omega-pharma.be) as of 10:30 AM CET today.**

**Disclaimer:** This press release contains forward-looking information which is based on current internal estimates and expectations as well as market expectations. Forward-looking statements contain inherent risks and apply exclusively on the date they are made. The actual results may differ substantially from those included in the forward-looking statements.