

Tradition and vision

in the healthcare sector



The company

Firmly rooted success

KrewelMeuselbach is an internationally operating family-run company with its own production facilities in Germany and a strong connection to the region. These firm roots give us the strength to continue to grow in the dynamic pharmaceutical market with its many global challenges. Our traditional expertise and decades of experience help us to generate ideas and innovations which form the basis of our modern healthcare products – developed with generations of knowledge.

In order to guarantee this quality in the long term and to permanently expand our capacity for innovation,

we invest in research and development, as well as in the training and further education of our highly motivated team. Generally, the areas of research, development, quality management, production, marketing and sales go hand in hand in our company, meaning we can always operate with a great degree of flexibility.

Through individually formed partnerships and close collaboration with our dependable partners, we continue to strengthen the national and international presence of our healthcare products in pharmacies on an ongoing and exclusive basis.



Our production facilities in Eitorf, Germany



Our production facilities in Gehren, Germany

Our mission

For over a century, the family-run company KrewelMeuselbach has pursued one aim: to create healthcare products with added value which provide our customers with an improved quality of life on a daily basis. Passionate. Fair. Global.

History

The history of the present-day Krewel Meuselbach GmbH begins with the company's founding by August Krewel in Cologne in 1893. In 1922, the licensed physician Dr Ernst Georg Blank took over the management of the company and launched the industrial manufacture of the preparation Analgit®.

The foundation was laid for the Krewel production facilities. The development and manufacture of other preparations followed; their therapeutic significance was documented by numerous scientific publications.

Dr Blank led the company through the Great Depression with his vision for the future, developing additional preparations with a high level of pharmaceutical and therapeutic quality right up to market maturity; some of these products are still prescribed today, such as Migräne-Kranit®.

The almost complete destruction of the Krewel production facilities in 1945 could not hinder the success of the company: shortly after the end of the war, our medicine production resumed with unabated creative energy and the Krewel production facilities had already regained their former size by the 50s.

Following the death of Dr Blank in 1957, Josef Viefhues, MD, continued to successfully lead the company until

his early death in 1969. His wife, Inge Viefhues, née Blank, finally took over the management of the business. Under her leadership, a phase of further technical developments began, leading to the creation of an exemplary, medium-sized pharmaceutical company.

The merging of two pillars of tradition

Following the German reunification, in 1991 Krewel took over the management of Meuselbach-Pharma in Thuringia, one of the oldest pharmaceutical companies in the region. In 1890, Meuselbach-Pharma already had 70 employees; by 1926, the product range spanned 288 items which were exported to Europe, North America, Australia and India, among others. This included, for example, Regulaxier, known today as Regulax®.

The merging of both companies created an organisational and strategic alliance with enormous potential. In 1996, the company name we know today, Krewel Meuselbach GmbH, finally followed the merging of the companies. The production sites which were located in Meuselbach up to that point were replaced in 1997 by a future-oriented, newly constructed building in Gehren.

KrewelMeuselbach today

Over 270 employees currently work for KrewelMeuselbach in the areas of development, production, administration and sales. Owing to a great synergy between the product ranges of both companies, today KrewelMeuselbach is able to flexibly supply national and international markets with a wide medicinal product range of the highest quality.



Our products

Proven preparations and innovative medicinal products

Herbal products, which we also develop and manufacture ourselves, are just as important to us as synthetic-based medicinal products. In our core areas, we offer a supplementary range of prescription-only and prescription-free products:

- » **Cold:** Aspecton®, Bromhexin Krewel Meuselbach®, Gargarisma, Hedelix®, Mallebrin®
- » **Pain:** Morphin-HCl Krewel®, Fentanyl Krewel®, Tramagit®, Rivoltan®, Migräne-Kranit®, Pernionin®, Ergo-Kranit®
- » **Gastrointestinal:** Megalac®, Regulax®, Pantoprazol Krewel®

» **Other:** Dolestan®, Valocordin®

» **Mental health:** Citalon®, Ginkgo-Maren®, Mareen®, Mirtazelon®, Opipram®, Syneudon®, Gityl®

Our products have gained great trust and popularity among doctors, pharmacists and patients over decades.



Aspecton® – reliable relief from common colds since 1956; the entire range of products has been constantly expanded with innovative products to this day.





Research

Further development requires knowledge

Research requires experience in order to properly prepare for the future. Our decades of experience in development and the knowledge that comes with this guarantee a high level of product safety.

In all phases, our main concern is the pharmacologically active substances and the herbal alternatives.

KrewelMeuselbach particularly focuses on galenic product development in all areas. On the one hand, we address issues which have presented challenges for years, such as the delayed release of tablets and pellets, the improvement of bioavailability and

the stabilisation of problematic active substances. On the other hand, we seek to find new solutions to problems in established herbal products, which are gaining more and more importance in today's world.

Working in close collaboration with clinics, doctors and pharmacists, we are continually improving the quality, efficacy and tolerability of our products. Clinical studies provide us with scientifically sound proof of their efficacy and safety.



Whether pharmacologically active substances or herbal alternatives, we guarantee their quality and safety.

Safety

Our mission: Quality in accordance with the latest standards

Modern technology forms the basis of the systematic quality assessment process at KrewelMeuselbach. Only in this way is it possible to maintain responsible control, which is guaranteed at our facilities in all development stages – from the raw materials to the end product. Years of experience, paired with the latest scientific knowledge, provide us with the fundamental methods for quality control.

Medical, scientific, toxicological and analytical results are compiled and documented in quality dossiers; this is a prerequisite for the authorisation of medicinal products in Germany and worldwide.

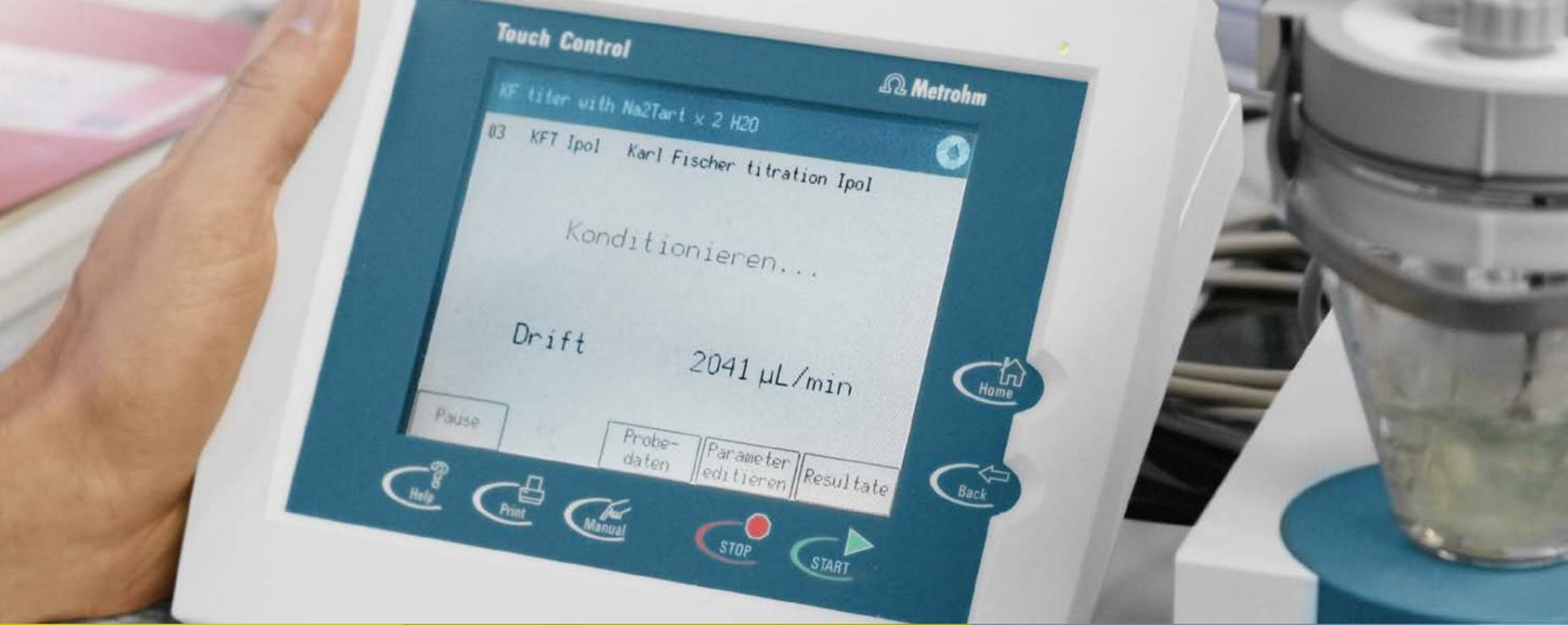
The safety of a medicinal product is determined by its pharmaceutical quality, efficacy and safety. This hierarchy forms the basis for patient safety.

KrewelMeuselbach guarantees just that through our responsible use of various tools – from our own research and development right up to significant technological improvements.



Quality control performed with vast experience and in accordance with the latest standards – for maximum safety.





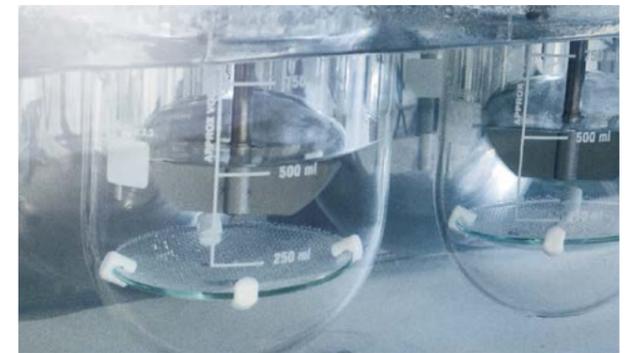
Efficiency

Everything under one roof: the foundation for efficient operation

Technology, galenic formulation and production make up one unit at our production facilities, resulting in maximum efficiency. The production department at KrewelMeuselbach is a great example for the entire chain of the company services: well-thought-out, economical use of machines, forward-thinking production techniques, functional, generously sized rooms, work processes which are sensibly coordinated with one another and environmental awareness implemented on all levels are all a matter of course for us.

Related processes, supported by highly developed EDP systems, fulfil all standards and international guidelines.

As an independent medium-sized company, KrewelMeuselbach is a dependable healthcare partner for all instances.



Efficiency within our own production process enables us to supply high-quality products at reasonable prices.

Production

We move with the times: with modern production facilities and all our experience

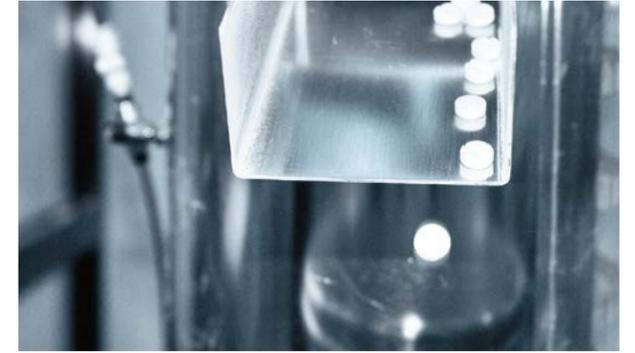
We provide for your benefit:

- » Extensive experience spanning over a 100 years
- » Attractive service packages all in one place
- » Reliable production in Germany
- » Qualified, motivated employees
- » Great flexibility
- » Many years of using our own patents
- » Optimised processes due to short chains of command
- » Environmentally aware production

- » **Sophisticated logistics**
- » **High product quality**
- » **Distinct cost-awareness**

We are continually investing in innovative production facilities. This makes KrewelMeuselbach a highly powerful partner that can respond directly to the growing demands of the sector at any time.

Contemporary operational structures and all services in one place allow for maximum process optimisation.



Economic advantages due to modern production facilities.



Internationality

Our principle: growing together

KrewelMeuselbach operates internationally and is already present in over 35 countries today.

Eastern Europe is a core area for us; here, the market position of our products is continually developed with powerful local organisations (including in Russia, Ukraine, Poland and Slovakia). KrewelMeuselbach particularly benefits here from its on-site sales teams, excellent commercial relationships and the appeal of its brands (Valocordin®, Hedelix®).

In addition, a new recipe for success has been established in recent years: to grow locally in conjunction with strong sales partners – from Australia to South Africa, from Canada to Mexico!

The local expertise of the partner which is responsible for distribution and marketing, as well as close collaboration with an experienced export team, form the foundation for many years of successful and trustful business relationships.

In the future, we also wish to open up new markets with sales partners with our 'made in Germany' herbal medicines. In addition to western Europe, our focus lies on the fast-growing markets in MENA, South East Asia and South America.

Our own production sites in Germany with global distribution: today, KrewelMeuselbach is represented in over 35 countries.

We export to and have established business relationships in:

EUROPE

Austria
France
United Kingdom
Poland
Czech Republic
Slovakia
Hungary
Croatia
Serbia
Macedonia
Romania
Bulgaria
Estonia
Latvia
Lithuania
Belarus
Ukraine
Moldova
Russia

ASIA

Armenia
Azerbaijan
Georgia
Kazakhstan
Mongolia
Vietnam

MIDDLE EAST

Lebanon
United Arab Emirates
Yemen
Bahrain
Kuwait
Qatar
Iraq
Jordan

NORTH AMERICA

Canada
Mexico

AFRICA

South Africa
Libya

AUSTRALIA AND OCEANIA

Australia

