AS A TEAM, WE WIN!
– OUR LEO POWERHOUSE
Our LEO Powerhouse

LEO mission

LEO vision

LEO long-term success criteria

Corporate Must-Win Battles

LEO leadership

LEO values

LEO people
The LEO powerhouse

The LEO powerhouse illustrates how we continue to grow as a company.

Through our people, strong values and great leadership we create a platform for success.

Through focus and team efforts we become the preferred dermatology care partner improving people’s lives around the world.
**LEO mission**
We help people achieve healthy skin.

**LEO vision**
We are the preferred dermatology care partner improving people’s lives around the world.

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**Improving people’s lives ...**

*Quotes from patients’ letters to LEO Pharma*

1. "I use cloribel ointment now for a few weeks just on my hands at the moment and my psoriasis are now clear first time in 30 years."

2. "I have been able to wear clean clothes. I have been given my life back because of it. After years and lots of money on creams and ointment this one has done it. Its brilliant."
LEO long-term success criteria

Securing independence through:
• 100% ownership by the LEO Foundation
• remaining self-financing
• maintaining positive cash flow (except in exceptional circumstances)

Securing competitiveness through:
• a minimum operating margin of 25%
• development of LEO people and their competencies
• continuous improvement of structures, systems and processes

Securing growth through:
• sustainable double-digit sales growth
• strategic products reaching number one or number two positions in value within their defined markets
• increasing the value of our pipeline

The LEO Foundation
We will remain independent through competitive growth ensured by the support of the LEO Foundation.
Corporate Must-Win Battles

In LEO, we have five corporate Must-Win Battles (cMWBs), which aim to focus our growth strategy, Going for Gold ... step by step.

The five cMWBs consist of the following:
- Growing People, Growing LEO
- Innohep® – Full speed ahead!
- Dermatology – Expanding our footprint
- USA – Yes, we will!
- New markets – Future opportunities
LEO leadership

LEO Leaders bear a special responsibility when it comes to setting a good example and promoting the LEO values.

LEO leaders
• lead by example
• communicate clear objectives
• motivate, challenge and inspire
• trust and empower
• accomplish our goals
LEO values

**Integrity**
We are a responsible company and keep our promises. We act and communicate in an open, honest and trustworthy way.

**Customer focus**
We improve the quality of life of people through competitive products and services. To truly understand our customers, we engage in partnerships and dialogue.

**Innovation**
We all have a responsibility to innovate and challenge the status quo. We share and implement our ideas and learn from our failures.

**Passion**
We will be the best. We care about people and take pride in what we do. We strive to support and inspire others in our efforts to make a difference.

**Adaptability**
We stay agile in a dynamic world by seeking solutions that are flexible, scalable and cost effective. We seize new opportunities as they arise.
LEO people

LEO people form the basis for the success of our company. LEO Pharma actively supports the continuous development of the LEO people.

**Based on mutual respect, we:**
- give and receive feedback
- challenge each other and commit to final decisions
- enjoy working together, win as a team and celebrate our successes
Corporate Must-Win Battle

GROWING PEOPLE, GROWING LEO

- Live the LEO values
- Transform HR into a global business partner
- Build a global patient-centric organisation
- Reduce time to market

Birgitte’s story
The highlights of Birgitte Ellersgaard’s long career with LEO are many. But among the most recent of her successes is the introduction of a radical new global leadership programme that’s turning the aspirations of the leadership statement in our LEO Powerhouse into reality. Passionate about her role, Birgitte’s enthusiasm and commitment has inspired all who work with her.
“I really believe in what I’m doing here at LEO. I can see, feel and hear that it’s making a genuine difference, and that makes coming to work a true pleasure.”

Birgitte Ellersgaard, HR Development Manager, LEO Pharma A/S
Corporate Must-Win Battle

DERMATOLOGY – EXPANDING OUR FOOTPRINT

• Become number 1/2 in psoriasis/actinic keratosis
• Be present in five skin conditions in five new significant markets in 2015
• Establish integrated health models with accepted benefits

Peter’s story
Peter was a key member of the team at Peplin, Inc., when it was acquired by LEO Pharma in 2009, and now heads what is today known as LEO Australia. At Peplin, Peter played a crucial role in the development of a unique treatment for actinic keratosis called PEP005. Treating the precancerous disease in just a few days, PEP005 is taking LEO into the premier league of pharmaceutical companies.
“I believe staying ahead of the competition means being the best in all areas of the business – whether that’s in sales, marketing or the relationships we build with our customers.”

Peter Welburn,
General Manager, LEO Australia
NEW MARKETS – FUTURE OPPORTUNITIES

• Solidify and expand our business in new markets with a strong focus on China and Brazil

Vinícius’ story

Vinícius is undoubtedly one of LEO Pharma’s brightest rising stars. Within months of joining the company, his understanding of the issues his clients face and his ability to challenge their thinking was noticed by LEO Pharma’s senior management. He was quickly promoted, and now plays a crucial role in LEO Pharma’s flourishing Brazilian business, where sales of Daivobet® are increasing three times faster than the growth of the national psoriasis pharmaceutical market.
“At LEO, everyone understands that our customers are at the heart of everything we say and do – without them, we would have no business.”

Vinícius Dantas Alves, Marketing Coordinator, LEO Brazil
Corporate Must-Win Battle

USA – YES, WE WILL!

- Solidify our foundation
- Expand our business

Regina’s story
An aim to be the number one player in dermatology in the world’s largest pharma market is a formidable aspiration. But it’s a challenge LEO US is more than ready to meet, thanks in no small part to the work of the Human Resources team led by Regina Donohue. Finding and recruiting over 180 of the best in the business in eighteen short months, Regina has helped to create a team that has the passion, flexibility and customer focus to take LEO to that top spot.
“I joined LEO because I wanted to work for a company where its values were more than just written words, but were actually exemplified in the actions of its leaders and employees every day.”

Regina Donohue, HR Director, LEO US
Innohep® – FULL SPEED AHEAD!

- Help patients deal with difficult life situations
- Implement strategic focus
- Create long term sustainability and targeted expansion

Carlien’s story
Carlien Viljoen freely admits working with innohep® can become addictive. And her dedication is shared – Carlien says the efforts of all the team involved, from sales and marketing to business development, underpin the product’s phenomenal success. Recently relocated from the UK, Carlien derives enormous satisfaction from marketing a product that makes a real difference to patients’ lives.
“The market is constantly evolving and at LEO we understand we have to change too. As an organisation, we have the flexibility to respond and evolve as and when required.”

Carlien Viljoen, Product Manager, LEO Canada
AS A TEAM, WE WIN!
— OUR LEO VALUES

Integrity

Customer focus

Adaptability

Innovation

Passion