

WE STAND
ON YOUR WAY
TO EUROPE

IN A GOOD WAY



fennopharma

We help healthcare companies **enter European markets.**

YOUR PRODUCT

TO EUROPE

Entering Europe might seem difficult: the market is highly fragmented, dozens of languages are used, healthcare patterns are changing, and there are dozens of reimbursement authorities. In addition, instead of big and well-known global players, often the best marketing partners are local companies with a strong presence in just a few countries.

We can't make these difficulties disappear, but we know how to deal with them.

From the picture below, you will see how we can help you complete your whole Europeanization process or part(s) of it.

ENTERING EUROPE WITH US — OUR SERVICES

YOUR PORTFOLIO

1. PORTFOLIO EVALUATION

Result: You know your potential products

2. QUALITATIVE MARKET RESEARCH AND FEASIBILITY STUDY

Result: You know the markets and potential marketing partners

3. QUALITY-LEVEL ASSESSMENT

Result: You know your operations level measured against European standards

4. REGISTRATION AND REGULATORY

Result: You have clinical program and registration strategy

EU RELEASE ANALYTICS AND QP RELEASE

Result: Your product is ready for Europe

DESIGNING MARKETING CHANNELS

YOUR PRODUCT IN THE EUROPEAN MARKET

FENNOPHARMA

Fennopharma is an agile and open-minded pharmaceutical development company based in Kuopio, Finland. Fennopharma was founded by individuals with decades of experience in the pharmaceutical industry. Several years in the Chinese markets have made us pretty good in selecting the most potential products from China and again Europeanizing Chinese products. The first marketing authorization application of a Europeanized Chinese finished product (medicine) was submitted to the European medical authorities in September 2010. Now we are offering our experience to Chinese healthcare companies who are willing to either enter into the European markets with their own products or willing to find products to be marketed in China.



WHAT'S SO SPECIAL ABOUT FENNOPHARMA?

- We don't just know how to bring Chinese products to Europe – we've already actually done it
- Our roots are in product development – we aim to bring products with exceptional value to European and Chinese markets
- No false promises – if we can't see true potential, we will let you know

OUR EXPERIENCE IN CHINA:

- > 20 Chinese healthcare portfolios evaluated and selected the most potential products commercially
- > 10 in-depth market researches for Chinese products
- Several quality audits in Chinese healthcare companies, involving multi-million EU-GMP system/infrastructure project
- Strategies for European market entries
- Compilation of full EU-CTD
- Establishment of European Daughter Company
- Running the daily operations of European Daughter Company within the EU legal framework

OUR ACHIEVEMENTS IN EUROPE

- Products developed into our portfolio
- Products developed in collaboration with European healthcare companies
- Products in-licensed to our portfolio
- Developed and out-licensed globally patented technologies
- Wide network of European healthcare companies
- Various signed marketing and sales agreements with European companies

DO YOU WANT PRODUCTS

FROM EUROPE?

Fennopharma is continuously finding and developing new, market-driven products for its own and customers' portfolios.

The core of Fennopharma's business is our wide network of the best European pharmaceutical companies. Our network consists of companies ranging from small and regional to large and global. We communicate frequently with companies in our network regarding their

product needs in the fields of pharmaceuticals and healthcare products. In addition, we are continuously evaluating the product portfolios of our partners, and thus we have access to the most potential products available to be marketed in China..

From the picture below you will see how we can help you in licensing new products from Europe.

FINDING OUT THE BEST PRODUCTS AND COMPANIES IN EUROPE — OUR SERVICES

1. FIRST TELL US HOW YOU WOULD LIKE TO EXPAND YOUR PORTFOLIO

2. WE MIGHT ALREADY HAVE A SOLUTION TO YOUR REQUEST

- Our own product development provides existing and potential products
- We have access to portfolios of our European partners

3. WE CAN HELP LICENSING EUROPEAN PRODUCTS

WHAT MAKES

FINLAND AN EXCELLENT GATEWAY TO EUROPE?

- Member of the European Union
- Part of the European monetary union (euro-zone)
- One-stop services by Finnish companies
- One of the most competitive nations in the world
- Most convenient flight connections to Asia
- Fimea – The most respected medical authority in Europe for registration of medicines for Europe



LOCATION IN KUOPIO, FINLAND, IS AN ADVANTAGE

Through Fennopharma and its long-term strategic partner Medfiles Ltd, the leading North-European CRO and a true Scandinavian and Baltic expert, you can reach more than 150 highly-skilled professionals working from business intelligence to registration and marketing authorizations. We serve companies ranging from small to global pharmaceutical companies.



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