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**LEO<sup>®</sup>**



# The history of LEO Pharma

12 December, 2014

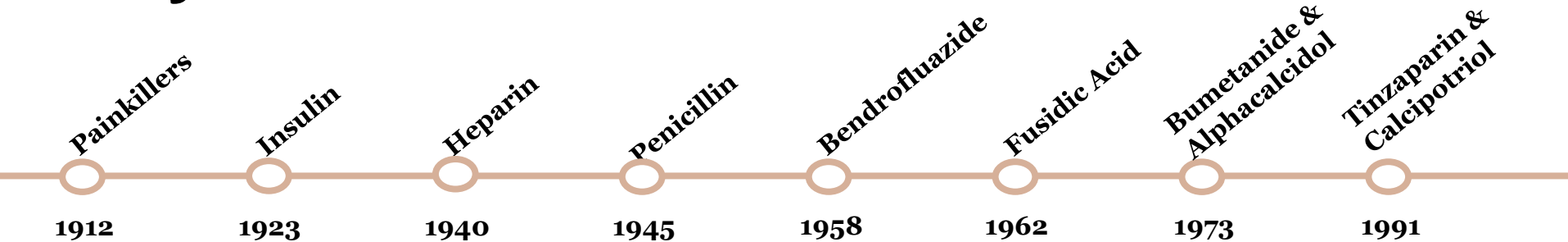
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## Begins more than 100 years ago...



- LEO Pharma was founded in 1908 by the two pharmacists Anton Antons and August Kongsted
- LEO Pharma was the first real pharmaceutical company in Denmark
- Throughout its history, LEO Pharma has served individuals and societies by breaking new ground in pharmaceuticals and demonstrating a lasting commitment to patient care

# For decades LEO Pharma was a very diversified business



But as a part of our growth journey,  
we sharpened our focus on

# Dermatology

# Today, LEO Pharma is a global organisation

– helping people achieve healthy skin

Our products are marketed in more than **100** countries worldwide and we are around **4,800** dedicated LEO employees operating across **61** countries

Our growth strategy is built on putting

**PATIENTS**

in the centre of everything we do!

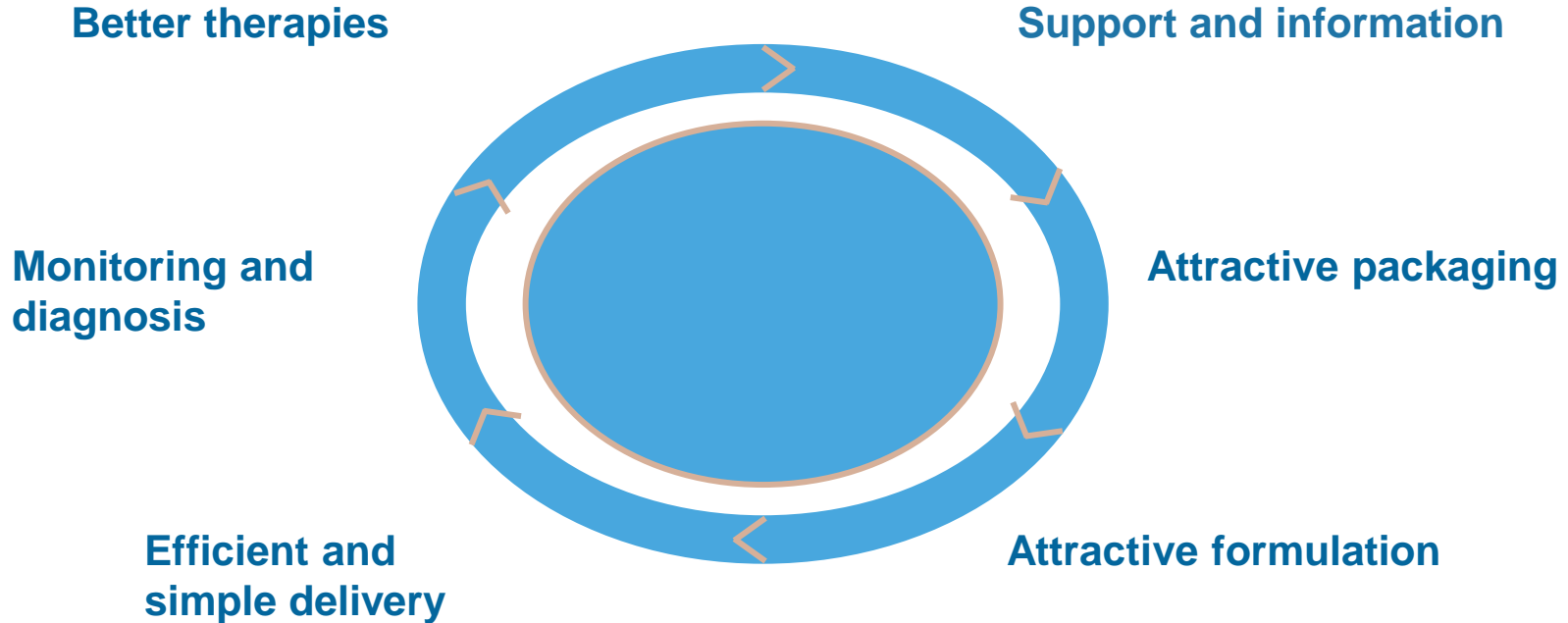
We believe that by reaching the patients,

**BUSINESS**

will follow!



# Our solutions will provide holistic care...



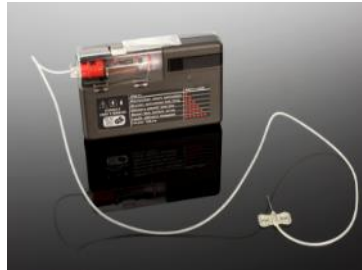
# So why is this relevant??

Medical Devices have changed dramatically over the past years...

**From engineered tools**



1960's



1990's

**To user centered innovation**



Current



Future?



1920's



1990's



Current



Future?



# Industries are changing

Entire industries are undergoing change – For Convenience





# Industries are changing

Entire industries are undergoing change – For Inspiration



The screenshot shows the Expedia.com homepage. At the top, there's a navigation bar with links for home, flights, hotels, cars, vacation packages, cruises, activities, deals & destinations, maps, and corporate travel. Below this is a search area with a 'Plan your trip' section. This section includes a 'Save an average of \$220 when you book together!' offer and a list of travel options: Flight, Hotel, Car, and Cruise. There are also fields for 'Leaving from', 'Going to', 'Departing Time', and 'Returning Time'. Below these are options for 'Additional options' like 'Flexible dates' and 'One way flights', and a 'Search for flights' button.

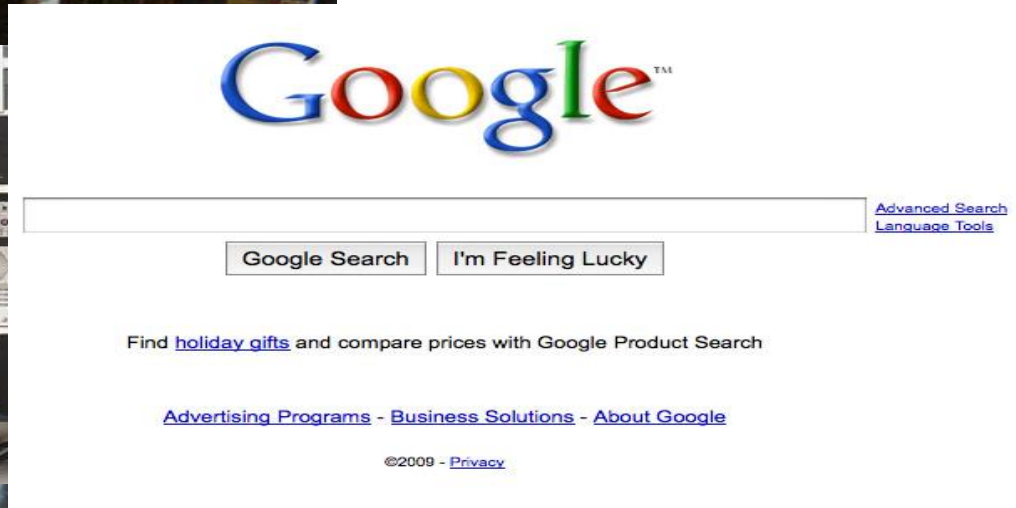
On the right side of the page, there's a large promotional banner for Florida: 'Save up to 25% Hotels from \$59, vacation packages from \$277'. Below this is a 'Where to?' section with a table of flight prices:

From	To	Flight only	*Flight + Hotel
Los Angeles	Dahu Island	\$262	\$1,163
Chicago	Los Angeles	\$268	\$439
Boston	Orlando	\$222	\$627
Philadelphia	Fort Lauderdale	\$184	\$413

Below the table, there are sections for 'Shop by destination' (Las Vegas) and 'Shop by theme' (Beach). At the bottom right, there's a 'Featured offers' section with an Expedia.com logo and text: 'Looking for the best travel deals around? Save on Today's top deals or Last-minute travel.'

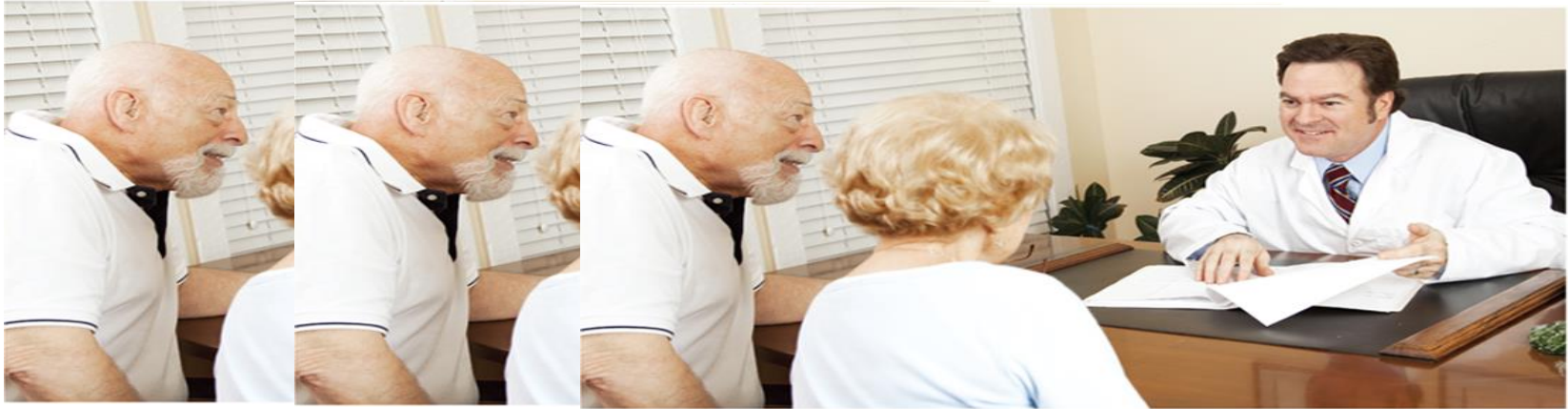
# Industries are changing

Entire industries are undergoing change – For Knowledge



# Industries are changing

Entire industries are undergoing change – For Patient Care



# Well – not completely true...

The medical industry is trying – but it is an uphill battle!



Most Pharma companies understand science and molecules better than most

- But lack empathy to understand consumers
- Are often arrogant, that only drugs matter
- Overcomplicates engineering innovation
- Lack competent people who understand them

# But Pharma is trying

And sometimes – they do get it right!



# As a consultant

You need to listen, learn and respond

*Drug Stability  
Understanding*

*Success  
Uncertainty*

*Regulation*

You need to be an advocate for innovation

You need to provide the out-of-box thinking

*Cost  
Conscious*

*Design  
Guidance*

*Complexity  
Management*



# But also be aware

That medical devices are catching up...

Tools for medical  
procedures



Patient centered  
devices



Devices directly  
providing treatment



# Devices providing treatment

A logical development – or a revolution?



- ➔ **Clinical proven treatment for moderate to severe acne**
- ➔ **Light based technology – Blue lamp + chromophore gel**
- ➔ **No metabolic needs – only based on energy conversion**
- ➔ **A pure medical device**

**A valid alternative to more harsh pharmaceutical solutions  
for the treatment of acne**

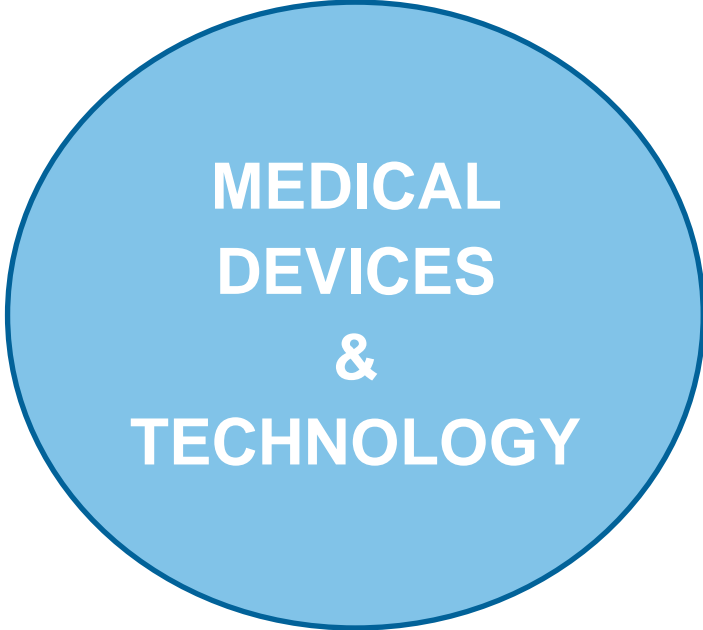


# So we will see a convergence

Which will call on new competences



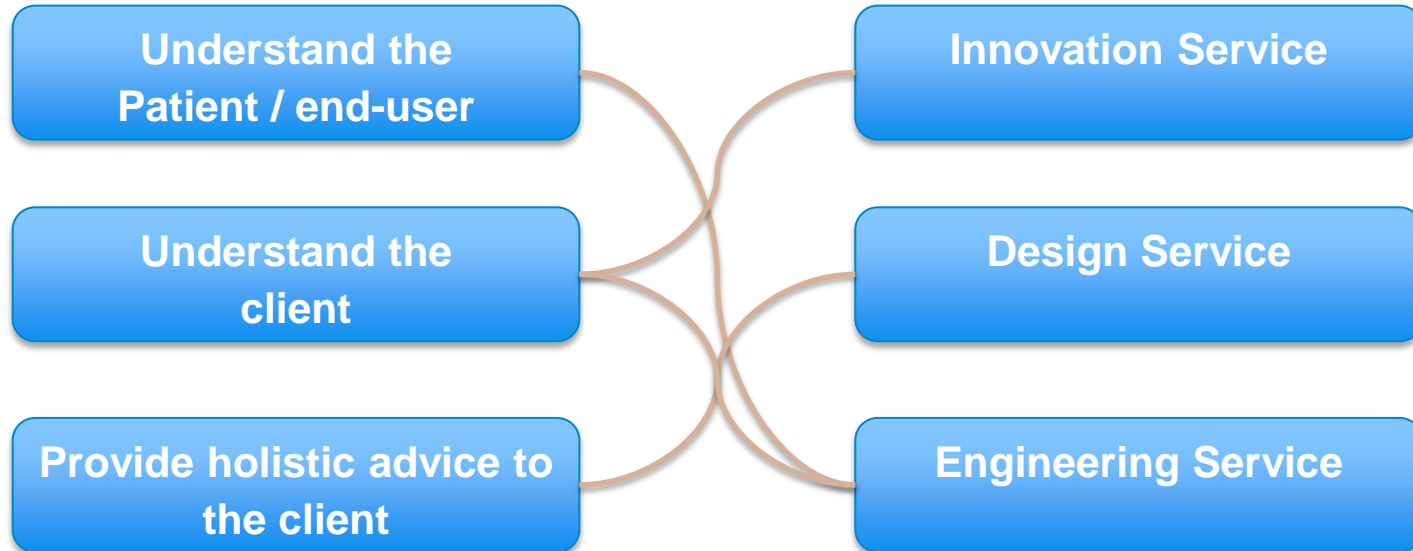
PHARMA



MEDICAL  
DEVICES  
&  
TECHNOLOGY

# The key services needed

From consultants and engineering companies

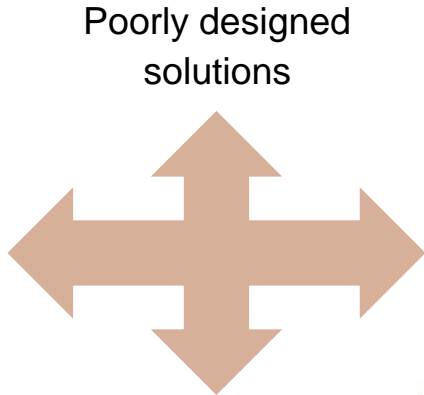


# What you may want to avoid

If you want your clients to be successful



Over-engineered solutions



Poorly designed solutions

Complicated solutions

Solutions not fit to the user group



# The bottom-line is

Your own integrity dictates your own success

Innovation has nothing to do with how many R&D dollars you have. When Apple came up with the Mac, IBM was spending at least 100 times more on R&D. It's not about money. It's about the people you have, how you're led, and how much you get it.

Steve Jobs

