

LUNDBECK

*100 years at the
service of patients*



This stamp presentation of the history of Lundbeck is a tribute to the company, its commitment to the development of better treatment and its pursuit of a better quality of life for people with brain diseases.

Villa Silvano

Presentation plan

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1. HISTORY

1.1 1915-1930 Modest beginnings

Lundbeck is a Danish pharmaceutical company founded by Hans Lundbeck in **Copenhagen** in **August 1915**.

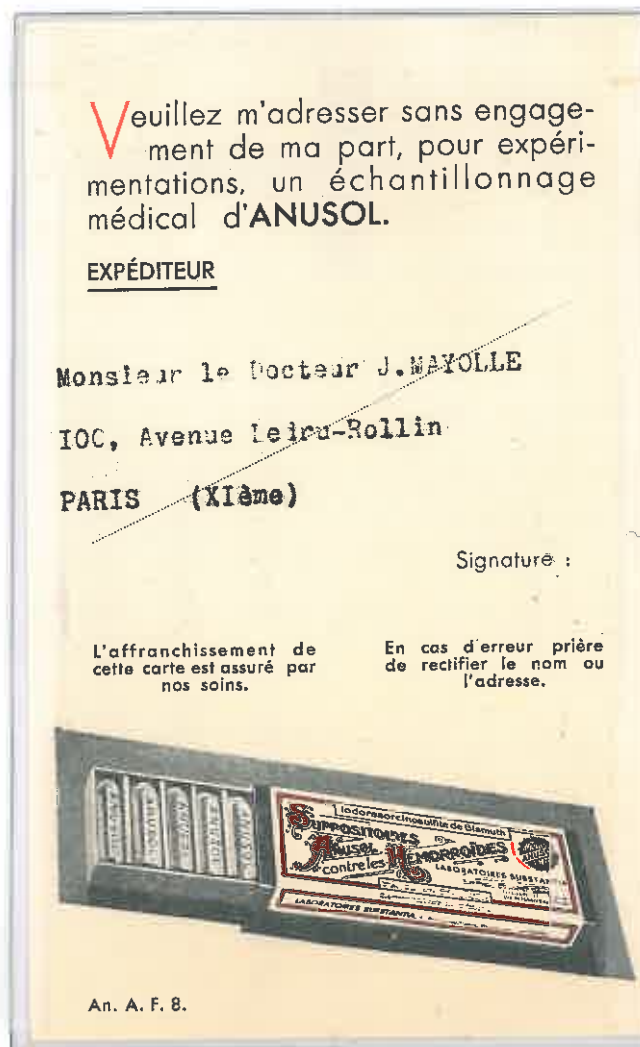


During its early years, the company operated as a trading company, with wide range of marketed products: machinery, **biscuits**, confectionery, **sweeteners**, equipment and **film cameras**, photographic paper and foil. It also rented **vacuum cleaners**.





Since the mid-'20s, with the recruitment of Eduard Goldschmidt, pharmaceuticals were added to its range of products through a series of new agency contracts: the suppository for hemorrhoids **Anusol®**, ...



France - postal card prepaid

... the laxative **Agarol®** ...



Belgian - postal card from 30c



... the painkiller **Gelonida®** ...



Germany - postal card

... and **Inotyol®** for the treatment of small cuts and minor burns.



France - postal card



At the time, cosmetics and toiletries were considered by-products of the manufacturing of pharmaceutical products, so it was wholly natural for Lundbeck to add **eau de toilette**, and with various creams, salves, baby powders, etc.. to its existing range of products.



1.2 1930-1945 Expansion of production, space and employees

The Danish government introduced foreign currency restrictions in response to the worldwide **economic crisis** of the 1930s. The aim of these restrictions was to create more **jobs** in Denmark.



The company began its own production, converting the preparations into tablets, and packaging and labelling them in Denmark. An increase in production created a need for more space and additional staff. In 1939, Lundbeck moved to **Ottiliavej** in **Valby**, where there was space for administration offices, laboratories, stables and production.





Hans Lundbeck was experiencing health problems, so to secure the company's future, he **married** Miss Grete Sterregaard, the company's senior secretary, after a 10-year engagement.

Eduard Goldschmidt was forced to withdraw from the company a short time later as a result of the rampant **anti-Semitism** by occupying Germany



1.3 1945-1960 Developing new medicinal interests

After the Second World War, the development of new medicines once again gained momentum. Lundbeck secured its own niche in the **research of antibiotics**, which was typical of the time.



On a visit to the USA, Lundbeck's director, Oluf Hübner, made a spontaneous call on **Professor Selman Waksman** – later a Nobel Prize winner – who presented him with the basic formula for Neomycin®, a preparation for the treatment of wound infections.



The Nobel Prize in Physiology or Medicine 1952

Selman Waksman



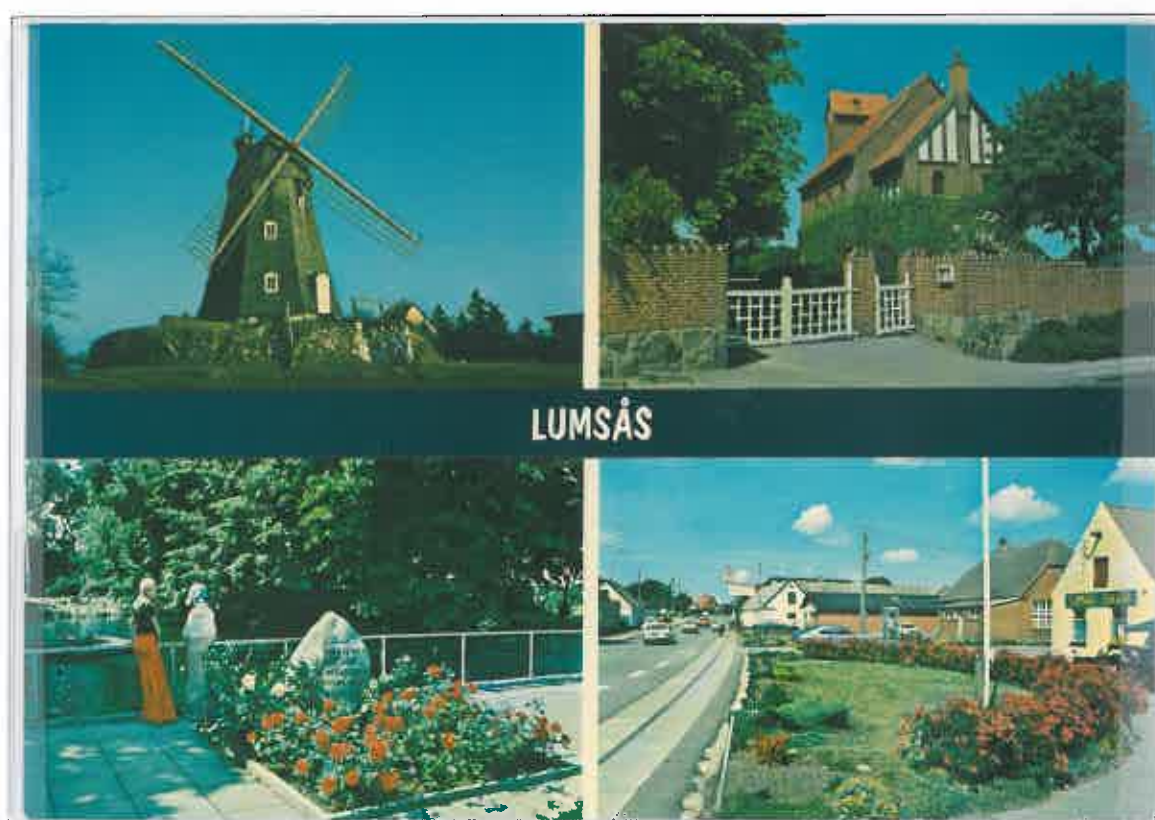
Lundbeck intensified an interest in compounds that affect the central nervous system (CNS). Under P.V. Petersen's management, Lundbeck established **research units** for pharmacology, toxicology and biology in Valby.



1.4 1960-1975 Expansion of ownership and markets

Lundbeck established a strong reputation in psycho-pharmaceuticals at the beginning of the 1960s. The company was praised for its efforts to improve the quality of life for the mentally ill.

Due to continuous expansion, the Valby factory could not keep up with demand so in 1961 Lundbeck bought a former dairy at **Lumsås** on Sjællands Odde, a peninsula in north-west Zealand.





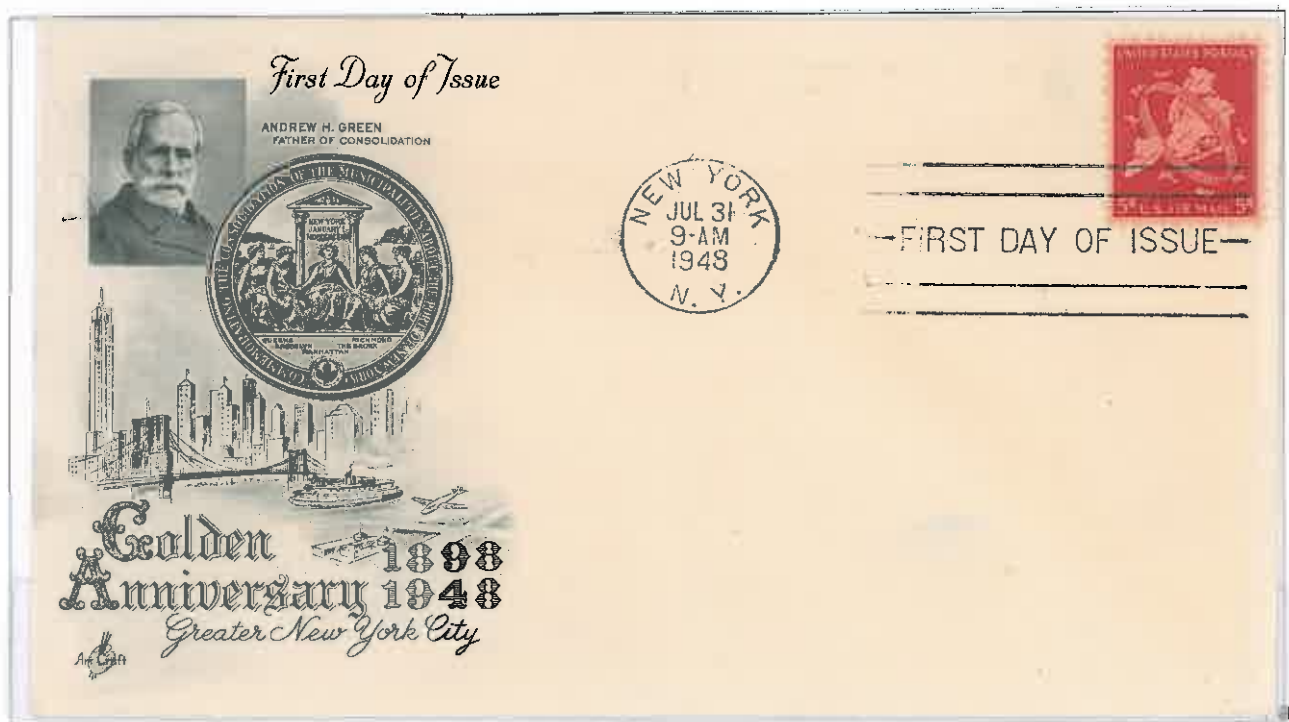
The major sales opportunities lay beyond Denmark's frontiers. Lundbeck had already established its first foreign subsidiary in **Malmö**, Sweden, at the beginning of the Second World War.



International contacts were extended in the late 1940s and 1950s to include **Norway, Belgium, Finland, the Netherlands, Switzerland and Austria.**



Many of the old agency agreements were replaced by 'genuine' Lundbeck representation in the 1960s. The company opened new offices in **New York ...**





... and in Paris and, in 1972, Lundbeck Ltd was established in Luton, UK, with seven sales consultants and office staff.



1.5 1975-1990 Spring cleaning and focus on brain diseases

After 60 years of growth, Lundbeck had so many different departments and products that it was almost impossible to keep an overview. Part of Lundbeck's 'spring-cleaning' operation meant that all energies were concentrated on develop-ping Lundbeck's position in CNS pharmaceuticals.



Lundbeck had sold **hair dyes**, deodorants and **sun lotions** up until the end of the 1970s. These were now discarded, along with the agencies for **essences** and oils for the confectionery industry, large rolls of industrial aluminium foil, and machines for producing **soap**.



With its original preparations, Lundbeck made clear its aim to improve the quality of life of people suffering from **brain disease**. The company goal was to develop better treatments with greater efficacy and, whenever possible, fewer side effects.





1.6 1990-2009 New direction in a new era

Lundbeck's transformation into the dynamic company it is today picked up speed when former CEO Erik Sprunk-Jansen joined in 1987. He once again put Lundbeck at the forefront of brain disease treatment.

In 2002, Cipralex®/Lexapro® was launched for treatment of **depression and anxiety**.



Lundbeck also acquired the commercial rights and subsequently successfully launched Ebixa® for the treatment of **Alzheimer's disease** ...



... and Azilect® for the treatment of **Parkinson's disease**.

5 ani de la înființarea Asociației Antiparkinson din România



Destinatar _____

Țară	Localitatea
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1.7 2010-... New treatment opportunities



Lundbeck obtained the rights to commercialize Sycrest®/Saphris® for the treatment of bipolar disorder and schizophrenia in all markets outside the USA, China and Japan.

विशेष आवरण
Special Cover

स्कार्फ के पच्चीस वर्ष



येन्नीई
Chennai 600 101
12.04.2010

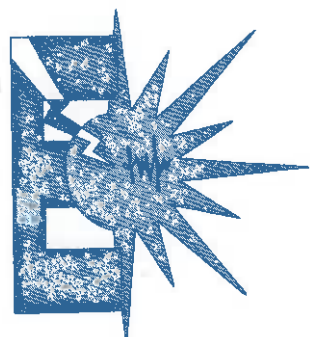
इलाज पुनरवास
Treatment Rehabilitation

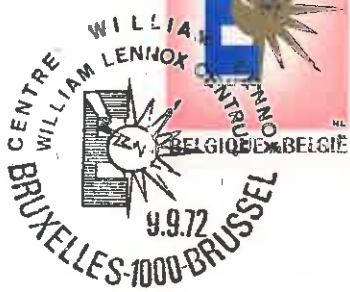

अनुसंधान
Research

जाग्रुती
Awareness


In 2012, Lundbeck launched Onfi™, an adjunctive therapy for seizures associated with **Lennox-Gastaut syndrome** (LGS) in patients two years and older, in the United States. After that, in February 2009, Lundbeck announced the launch Sabril® for the treatment of epilepsy by the acquisition of Ovation Pharmaceuticals, Inc.

CENTRE
WILLIAM
LENNOX
CENTRUM



DE L'USAGE
A L'ABUS
IL N'Y A Q'UNE MARCHE
Que l'on descend...
Sans s'en apercevoir



REPUBLIQUE
FRANCAISE

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POSTES
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In 2013, Lundbeck took its first steps into a new area, launching Selincro® in Europe for the treatment of **alcohol dependence**.