

## Key Products and Specialisations

Dechra's product range is focused on several major therapeutic categories, predominantly for companion animals. The majority of key products are novel or have clear marketing advantages over competitor products. Several products have market leading positions in a number of major territories.

### Dermatology and Care



Topical antimicrobial products are important to treat skin and ear infections. We have a wide range of products that can be used alone or as an adjuvant therapy.

*Canaural* was first licensed in 1975 and is still the leading first line treatment for otitis externa in cats and dogs in several EU territories. *Canaural*, which is now registered in 27 countries, can also be used in conjunction with our leading ear cleaning product *CleanAural*®.

*Fuciderm*®, licensed in 1995, is the only licensed product for the treatment of surface pyoderma in dogs, such as acute moist dermatitis and intertrigo. It is a key product within our dermatology range, selling into 23 countries.

Malaseb, was first licensed in 1996 and is still the market leading medicated shampoo for cats and dogs. It is used to treat skin diseases caused by *Malassezia* and staphylococcal infections.

Animax, licensed for the treatment of skin conditions in dogs and cats, is only approved in the US. The marketing rights for this product were acquired in May 2007. This product is currently unavailable due to third party supply issues.

*DermaPet*® is a range of shampoos, conditioners and ear products to treat numerous skin and ear conditions in dogs and cats. Key brands are Triz, MalAcetic, Malaket and MiconHex+Triz.

The Care range comprises unlicensed products which complement our pharmaceutical range. They are available over the counter within veterinary practices. The three key products are *CleanAural*, a non-irritant cleaner suitable for frequent use in ears producing excess wax, *Neutrale*™, a range of specialist shampoos for skin conditions in dogs, and *Lubrithal*®, an eye lubricant for cats and dogs.

#### Why we focus on this niche area:

Dermatology represents approximately 20% of veterinarians' clinical time and is currently a major focus area for the industry. Best practice and management techniques look to adopt more topical products as opposed to oral treatments, with the aim of utilising antibiotics less frequently. Dechra's product portfolio, with its range of licensed and non-licensed topical products, is well positioned for this approach.

### Ophthalmology



Ophthalmology is an area of veterinary medicine where we have a number of leading products including licensed pharmaceuticals and unlicensed care products.

*Fucithalmic Vet*, licensed in 1993, is the only product available for the treatment of conjunctivitis associated with staphylococcal infections. It is highly effective because of its unique sustained release formulation that ensures prolonged retention within the eye. It is currently licensed in 21 countries.

Additionally, we market a range of ophthalmic products in the US, the majority being the only veterinary licensed products in the market. *Vetropolycin* and *Vetropolycin HC* were relaunched at the end of our financial year after successfully completing the transfer to a new manufacturing site.

#### Why we focus on this niche area:

Eye conditions are very common and can result in severe complications. Recent evidence suggests that 7% of kittens, 2% to 3% of adult cats and 2% to 4% of dogs are presented to veterinarians with ocular inflammation.

### Equine Medicine



The Group has a wide range of licensed products supporting the equine veterinarian. The leading product with the highest sales is *Equipalazone*® which is licensed in five major EU countries.

*Equipalazone* was first licensed in a sachet presentation in 1972 and subsequently in paste and injection presentations. It continues to be the leading non-steroidal anti-inflammatory drug (NSAID) for the treatment of musculoskeletal disorders, such as lameness arising from acute and chronic laminitis in horses.

*Equidone*® Gel was approved in 2010 for the treatment of fescue toxicity in horses. This niche product is targeted specifically at the US market.

*HY-50* is used for intra-articular and intravenous treatment of lameness in horses caused by joint dysfunction. The acquisition of this product, in January 2012, strengthened Dechra's position in equine pain management in several major European territories.

*Domidine*<sup>®</sup> is an injectable used for the sedation and slight analgesia of horses and cattle, to facilitate physical examinations and treatment, such as minor surgical interventions.

#### Why we focus on this niche area:

This is a sector in which few animal health companies specialise. We target both performance horses and hobby horses and have developed a comprehensive range of medically necessary products that give us access to equine veterinarians.

### Anaesthesia and Analgesia



Dechra has a wide range of products that support emergency medicine, pain relief and sedation.

The *Vetivex* range of infusion fluids are licensed for the treatment of dehydration. They are widely used to meet normal fluid and electrolyte requirements when fluids cannot be given orally, such as during surgery.

Anaesthesia and analgesia are major sub-groups of critical care. Dechra markets one of the largest ranges of products in this sector. The range covers a wide number of species, different degrees of pain intensity management and duration of effect. Within the range there are a number of unique licenses, *Intra Epicaine*<sup>®</sup>, a local anaesthetic recommended for infiltration, nerve block, intra-articular and epidural anaesthesia in horses, *Comfortan*, the only licensed methadone hydrochloride for analgesia in dogs and cats, and *Fentadon*<sup>®</sup>, the only licensed fentanyl for intra-operative analgesia and post-operative pain management.

*Sedator* is licensed for sedation, analgesia and anaesthetic pre-medication and contains the active ingredient medetomidine hydrochloride.

*Atipam* is a selective  $\alpha_2$ -antagonist receptor which reverses the sedative effects of medetomidine and dexmedetomidine in cats and dogs.

Other products in the range include *Buprenodale* (buprenorphine), *Ketamin* (ketamine hydrochloride) and *Plegicil* (acepromazine maleate). We have also recently acquired *Phycox*, a pain management nutraceutical.

#### Why we focus on this niche area:

Perioperative sedation and pain management are challenging but critical for all patients and form a fundamental part of animal welfare. Offering a comprehensive range of analgesic and anaesthetic products allows the veterinarians to adapt their protocols to the individual pet based on their level of discomfort, whilst providing flexible anaesthetic procedures.

### Endocrinology



Endocrine disorders are a key focus for the business with a number of unique licensed products treating a range of chronic diseases. The three leading brands are *Vetoryl*, *Forthyron* and *Felimazole*.

*Vetoryl* is a novel product for the treatment of Cushing's syndrome (excess cortisol or hyperadrenocorticism) in dogs. It is estimated that about 0.2% of dogs suffer from Cushing's disease. It is marketed internationally and is the only recognised licensed efficacious veterinary product for the treatment of Cushing's syndrome around the world.

*Forthyron* is licensed to treat the most widely recognised endocrine disorder, canine hypothyroidism. It is the only mutually recognised levothyroxine treatment in Europe and is marketed in all the major European countries. It is estimated that about 0.6% of dogs suffer from this disorder.

*Felimazole* was the first veterinary licensed product for the treatment of feline hyperthyroidism, which occurs in approximately 0.5% of cats. Originally licensed in the UK in 2002, *Felimazole* was then licensed in the EU in 2005, the US in 2009 and has subsequently been approved in Canada.

#### Why we focus on this niche area:

Endocrine disease stems from imbalance in hormone levels, affecting cats or dogs in many ways, often requiring lifetime medical attention. Many endocrine disorders are fatal if not diagnosed and treated. Veterinarians place a high importance on quality of life and often see endocrinology as a challenging and interesting discipline.

### Generics



Several generic products are sold within the EU; we are in the process of in-licensing and registering additional products to expand our branded generic range within this territory.

#### Why we focus on this niche area:

We develop generics to provide comprehensive ranges of products in our key therapeutic sectors, where possible providing our veterinary customers with complete solutions.

## Key Products and Specialisations continued

### Cardiovascular Disease



This was a new area of focus following the acquisition of *Eurovet*. *Cardisure* is the leading product in this category. The principal ingredient in *Cardisure* is pimobendan. It is a leading treatment for canine congestive heart failure and is marketed throughout Europe.

#### Why we focus on this niche area:

As pets increasingly live longer, managing heart disease efficiently is critical. This is our only major product in this category.

### Food Producing Animal Antimicrobials



Dechra has a superior range of antimicrobial treatment products predominantly for swine and poultry. In a market where there is increased emphasis on reducing the usage of antibiotics in the food producing animal sector, it is essential that reliable and effective products are available to veterinarians to support them in the prudent use of antibiotics. The *Solustab*<sup>®</sup> range has been specifically developed to meet this need and is renowned for its high level of solubility leading to a reliable and stable solution when added to drinking water. This reduces the need for additional enhancing agents widely used by competitor products.

*Octacillin*<sup>®</sup>, marketed since 2003 in the Netherlands, is sold in 15 European countries following approvals in 2006 and 2011. *Octacillin* is a highly soluble and stable antibiotic powder containing amoxicillin which is added to drinking water in the treatment of diseases in swine and poultry. It is highly efficient and often used in treating *Dysbacteriosis* in broilers and *S.suis* in pigs, two diseases with high incidence levels.

*Soludox*<sup>®</sup>, marketed in Benelux since 2002, is a highly soluble antibiotic powder for administration via drinking water and is currently sold in 16 European countries as a result of approval, in 2010, for swine and chickens. The active ingredient is doxycycline and its main indication is for respiratory disease in pigs.

*Methoxaso*<sup>®</sup> is a ready to use liquid medication, which can be easily added to the drinking water of swine and poultry; it has been marketed in the Netherlands since the mid 1990s. Following successful European approvals in 2000, 2009 and

most recently in 2012, this highly soluble liquid is now marketed in 15 EU countries. The active ingredients are sulphamethoxazol and trimethoprim, a proven synergistic combination for antimicrobial effectiveness against *E.coli* in broilers and App in swine.

*Cyclospray*<sup>®</sup> is the leading antibiotic spray treatment in Europe for claw/hof infections, interdigital dermatitis (foot rot) in sheep and digital dermatitis in cattle. It is widely used in the prevention of infection of superficial traumatic or surgical wounds in cattle, sheep and pigs. *Cyclospray* has been marketed since 2000 in 12 European countries. The active ingredient is chlortetracycline.

*Solacyl*<sup>®</sup> is a non-steroidal anti-inflammatory drug containing sodium salicylate. It is an effective tool to fight fever in early disease stages.

#### Why we focus on this niche area:

FAP is the largest segment of the global animal health market, accounting for almost 60% of sales. While there is pressure on antibiotic prescribing in the EU and the US, the increased demand for high quality protein in the rest of the world continues to drive the demand for antibiotics.

### Pet Diets



Dechra has two main cat and dog diet product ranges, both branded *Specific*, which are sold exclusively through veterinary practices. Therapeutic diets, which represent approximately 62% of overall diet sales, provide optimum levels of nutrition in areas such as diabetes, arthritis, urinary, kidney, liver and heart problems. Life stage or maintenance diets, which represent approximately 38% of diet sales, provide premium quality daily nutrition for healthy dogs and cats.

#### Why we focus on this niche area:

Good quality nutrition leads to good quality of life for pets and veterinarians are best placed to offer nutritional advice. Through having a range of nutritional products, along with licensed and non-licensed medicines, we are able to offer more holistic solutions to the veterinarians to manage their patients in the most appropriate manner.

