# **Our Business Model**

# Our products improve animal health and welfare



## Innovation, Partnership and Register

Our development portfolio is spread across novel entities, differentiated generics, generics and lifecycle management projects across multiple species.

### Our impact:

We continue to increase our investment in product development, in order to provide innovative products that improve animal health and welfare.

All new products are subject to a sustainability review before launch in order to minimise packaging and make as sustainable as possible.



# Manufacture and Supply

Manufacturing is a key competency of the Group; the prime objective is to deliver safe, efficacious, cost effective, high quality products.

### Our impact:

We are committed to minimising the impact of our operations on the environment through the prudent use of natural resources, minimisation of water consumption and optimisation of the energy we use.

We have committed to setting verifiable targets across the entire value chain through the Science Based Target initiative (SBTi).



# Route to Market

Our products are distributed from our major logistic sites via wholesalers, distributors or direct supply. The principle objective is to deliver a customer's order on time and in full every time.

#### Our impact:

Our main facility in Uldum, Denmark is looking at alternatives to fossil fuels and improving energy effectiveness through transport initiatives such as using sea transport as much as possible, shipping full containers and implementing efficient and smart delivery schemes.



### **Customers**

Our customers are veterinary professionals operating in veterinary practices and major farming units.

### Our impact:

Our broad portfolio of mainly prescription only medicines in key specialist therapeutic areas improve global animal health and welfare.



See our **Annual Report and Accounts** on pages 22 to 24 to see our business model in full.



# Sales and Marketing

Our relationship with veterinarians is key and, to this end, we provide value added services. This involves our telephone sales representatives, field-based representatives, educational programmes and technical support programmes.

### Our impact:

We maintain and improve the knowledge and skills of veterinarians who prescribe and use our products through the provision of technical and educational support.

Our award winning Dechra Academy is a key differentiator for the business.

