

## **PATIENT GROUPS RANK LUNDBECK US FIRST IN CORPORATE REPUTATION AMONG TOP PHARMACEUTICAL COMPANIES**

*Lundbeck US also ranked first among 28 pharmaceutical companies in all individual categories*

**Deerfield, Ill. – April 7, 2016** – Lundbeck US, an affiliate of Danish-based H. Lundbeck A/S, ranked first in corporate reputation among 28 leading U.S. pharmaceutical companies, according to patient groups in PatientView’s 4<sup>th</sup> annual *Corporate Reputation of Pharma* study.

“We are humbled and honored by this recognition from the patient groups whose input determined these study findings,” said Peter Anastasiou, President of Lundbeck US. “At Lundbeck, patient-centricity is deeply embedded in our culture, and it informs everything we do. We have worked hard to support people living with psychiatric and neurological disorders, and we are very proud of these corporate reputation survey results.”

PatientView’s study reflects the views of 106 American patient groups on six key reputational attributes: Patient-Centricity, Information, Patient Safety, Usefulness of Products, Transparency and Integrity. Lundbeck not only ranked first in overall corporate reputation and first in all six individual categories, but received some of the strongest total support in the study’s history. According to the report, “the percentages awarded Lundbeck by U.S. patient groups stand among the highest ever recorded in PatientView’s Corporate Reputation surveys.”

Among the report’s highlights:

- 83.9 percent of respondents familiar with Lundbeck US identified the company among their top three for “most effective patient-centered strategy” (50 percent ahead of the second highest ranked organization)
- 87.5 percent of the patient groups familiar with Lundbeck US report to “have had a working relationship” with the company (29 percent ahead of the second highest ranked organization)
- 62.5 percent of respondents familiar with Lundbeck US identified the company among their top three for “most integrity” (37 percent ahead of the second highest ranked organization)

Lundbeck’s engagement with patient organizations goes beyond its products and involves active participation in patient communities among hundreds of employees. Ongoing engagements include programs to support employers and community-based organizations in efforts to address individuals with mental illness, scholarship programs for patients and caregivers to attend educational conferences, volunteerism at hundreds of local non-profit events and an art therapy program for people with epilepsy called *Studio E*.

“The Studio E art therapy initiative is a prime example of Lundbeck’s patient-focused approach. They listened to the needs of our community and partnered with us to help turn what was a small art therapy group into a nationwide program,” said Phil Gattone, president and CEO of the Epilepsy Foundation. “As a foundation, we are a group of individuals who care deeply and are passionate about improving lives.

And when you get a chance to work with another group that shares that passion, it's a very special experience. We consider it a great privilege to work with Lundbeck.”

The PatientView survey was fielded between November 2015 and January 2016 and included 63 groups that address Lundbeck's core area of focus: brain disorders (41 patient groups specialize in neurological diseases and 22 specialize in mental health). The study includes a mix of global, international, national, large regional and local patient groups.

### **About Lundbeck**

Lundbeck is a global pharmaceutical company specialized in psychiatric and neurological disorders. For more than 70 years, we have been at the forefront of research within neuroscience. Our key areas of focus are Alzheimer's disease, depression, Parkinson's disease, and schizophrenia.

An estimated 700 million people worldwide are living with psychiatric and neurological disorders and far too many suffer due to inadequate treatment, discrimination, a reduced number of working days, early retirement and other unnecessary consequences. Every day, we strive for improved treatment and a better life for people living with brain disease – we call this Progress in Mind. Read more at <http://www.lundbeck.com/global/about-us/progress-in-mind>.

In 2015, Lundbeck celebrated its 100th anniversary. During the past century, millions of people have been treated with our therapies. It is complex and challenging to develop improved treatments for brain disease, but we keep our focus: There is still so much we need to achieve in the next 100 years to ensure a better life for people living with brain disease.

Lundbeck has approximately 5,000 employees in 57 countries who are engaged in the entire value chain throughout research, development, production, marketing and sales. Our pipeline consists of several late-stage development programs and our products are available in more 100 countries. We have research centers in China and Denmark and production facilities in China, Denmark, France and Italy. Lundbeck generated core revenue of DKK 14.6 billion in 2015 (USD 2.2 billion).

Lundbeck US employs more than 900 people focused solely on accelerating therapies for brain disorders. With a special commitment to the lives of patients, families and caregivers, Lundbeck U.S. actively engages in hundreds of initiatives each year that support our patient communities.

To learn more, visit us at <http://www.lundbeckus.com> and connect with us on Twitter at @LundbeckUS.

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