

## **PATIENT GROUPS RANK LUNDBECK US FIRST IN CORPORATE REPUTATION AMONG PHARMACEUTICAL COMPANIES FOR TWO CONSECUTIVE YEARS**

*Lundbeck US ranked first in all seven individual categories in field of 30 leading pharmaceutical companies*

**Deerfield, Ill. – July 18, 2017** – Lundbeck US, an affiliate of Danish-based H. Lundbeck A/S, ranked first in corporate reputation among 30 leading U.S. pharmaceutical companies for the second year in a row, according to patient groups in PatientView’s 5th annual Corporate Reputation of Pharma study. For the second consecutive year, Lundbeck also ranked first in all seven indicators of corporate reputation.

“At Lundbeck, we truly believe success starts and ends with reputation, particularly in our patient communities, so we are thrilled to receive this positive recognition from advocacy organizations that represent the patients we serve,” said Peter Anastasiou, President of Lundbeck North America. “We value our relationships with patient groups tremendously so to receive this accolade in two consecutive years is humbling and will continue to fuel our mission of improving the lives of patients with debilitating brain diseases.”

PatientView’s study reflects the views of 164 U.S. patient groups on seven key reputational attributes: Patient-Centricity, Information, Patient Safety, Usefulness of Products, Transparency, Integrity and Patient Group Relationships.

Among the report’s highlights:

- 64.3 percent of respondents familiar with Lundbeck US identified the company as having the “most effective patient-centered strategy” (21 percent ahead of the second highest ranked organization)
- 42.3 percent of respondents familiar with Lundbeck US identified the company as having the “most integrity” (13 percent ahead of the second highest ranked organization)
- 69.2 percent of the patient groups familiar with Lundbeck US selected Lundbeck US as the company with the best patient-group relationships (19 percent ahead of the second highest ranked organization)

Lundbeck’s deep engagement with patient organizations goes beyond its products and involves active participation in patient communities by hundreds of employees. In fact, last year alone, the company’s employees led or participated in close to 600 initiatives in support of patient communities. 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.

“We have been working with Lundbeck for many years and truly value their partnership,” said Elizabeth “Eli” Pollard, Executive Director at the World Parkinson Coalition. “In our collaborations with Lundbeck, we have found their commitment to patients runs deep, thanks to their dedication to advocacy work at the grassroots level in communities around the country. At a corporate level, they truly rely on our insights and advice to help advance their work for people living with Parkinson’s disease and other challenging brain disorders. We are lucky to have them on the Parkinson’s team.”

The PatientView survey was fielded between November 2016 and February 2017 and included 52 groups that address Lundbeck's core area of focus: brain disorders (43 patient groups specializing in neurological diseases and 9 specializing 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 research focus are depression, schizophrenia, Parkinson's disease and Alzheimer's disease.

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 psychiatric and neurological disorders — we call this Progress in Mind.

Our approximately 5,000 employees in 55 countries are engaged in the entire value chain throughout research, development, manufacturing, marketing and sales. Our pipeline consists of several late-stage development programs and our products are available in more than 100 countries. We have production facilities in Denmark, France and Italy. Lundbeck generated revenue of DKK 15.6 billion in 2016 (EUR 2.1 billion; USD 2.2 billion).

In the U.S., Lundbeck employs nearly 1,000 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. For additional information, we encourage you to visit our corporate site at [www.lundbeckus.com](http://www.lundbeckus.com) and connect with us on Twitter at @LundbeckUS.

Lundbeck Media Contact  
Chandler Goodman  
Senior Manager, Corporate Communications  
[jcgo@lundbeck.com](mailto:jcgo@lundbeck.com)