

2021



**FILDAS**

The Name of Health in Romania



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How does a company become market leader in the pharmaceutical industry? Anca Vlad herself, founder and president of the Fildas-Catena Group, provides the answer:

*„Trust is the most valuable asset of the Fildas-Catena Group. It is a company in which the relationship between us, our supplier and our clients is based, first and foremost, on trust and mutual respect. Our ability to turn words into actions has solidified our reputation as reliable business partners both nationally and internationally.”*

Capital Magazine  
Successful Women 2017

## Foreword

Anca Vlad founded Fildas in 1991, a company which started with only 7 employees. Catena was born 8 years later, in 1999. Today, Fildas-Catena Group is the market leader in the Romanian pharma distribution and retail market, with over 8,000 employees (1,800 in Fildas Trading) and a consolidated turnover of over 4.7 bil. RON. Catena specifically has become the most powerful and appreciated local brand of pharmacies in a notoriously competitive environment.

But the winding path to reach the heart of Romanians, from idea to success, wasn't and still isn't an easy one. This path involves hard work, devotion, team work and enjoying what you do most of all. "It is not easy to be an entrepreneur in Romania. Progress has been made in plenty of areas lately, some fiscal notions, procedures and stipulations were simplified and clarified. But there's still plenty to be done to encourage entrepreneurship and investors in general," states Anca Vlad. "And when you realize that thousands of people rely on the performance of your business, your responsibility is huge. But we work as a team and we manage to overcome every challenge."



## Brief History

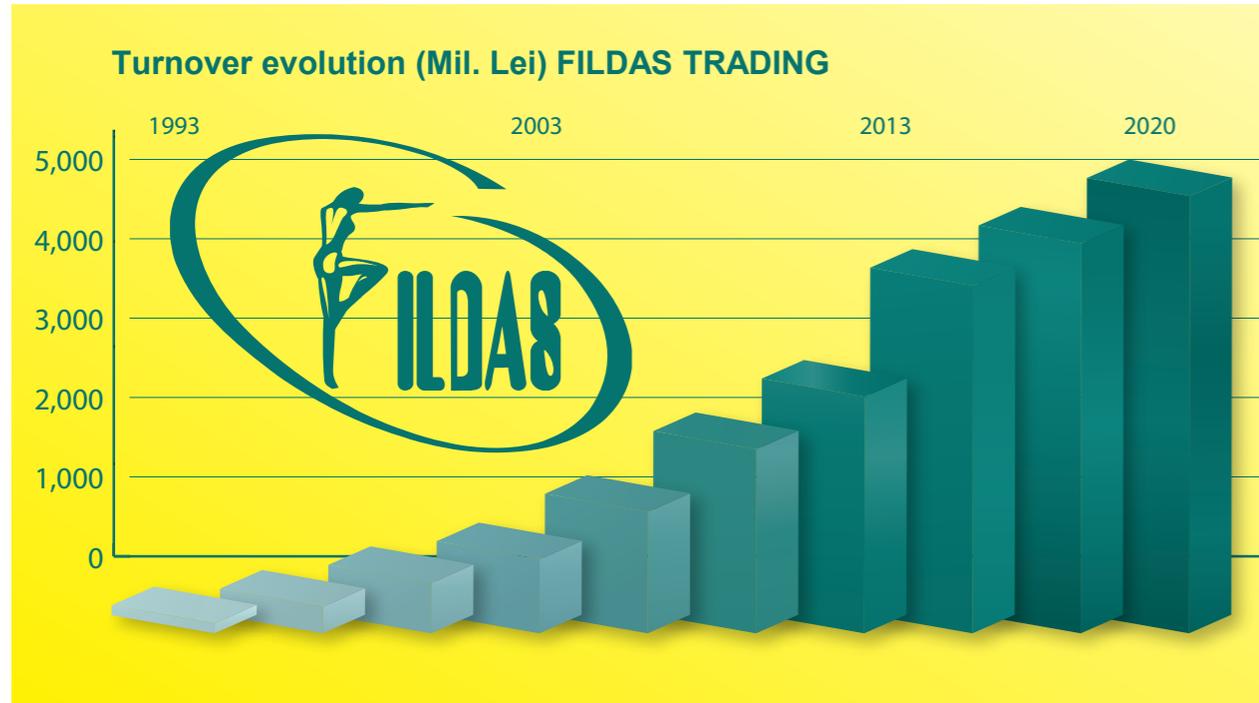
Pharmaceutical distribution services became increasingly necessary in 1991, when the first private pharmacies emerged on the market. Fildas Trading ("Fildas") was the first private company to be set up in a market dominated at the time by state owned companies. Today, Fildas Trading has become the largest wholesale distributor in Romania.

In 1999 Fildas expanded its business vertically into the retail pharmaceuticals market through the acquisition of Farmaceutica Argesfarm SA, a state-owned company with 30 urban pharmacies.

Following years of strategic expansion and acquisitions, the Group now holds the largest pharmacy network in Romania, with over 850 pharmacies covering all areas of the country.



## Financial Snapshot



With its consolidated turnover increasing from 1 million Euros in 1991, Fildas proved to be the most dynamic Romanian company in the pharmaceutical market.

Fildas closed the financial year 2020 with the following IFRS consolidated results:  
RON 4,767 mil. - Net Sales; RON 208 mil. - Net Profit.

## A successful Family Company

The Fildas name has gained international recognition as well, the company being nominated at the “Ones to Watch” category within Top 50 Global Challengers, a Citi Private Bank/Campden Wealth initiative, which celebrates the global growth of family-owned businesses. The nomination is even more important as Fildas Trading is one of only two Eastern European companies in this ranking. At national level, Anca Vlad is vice president of the Family Business Network Association Romania, a position gained as the result of the remarkable expansion of Fildas Trading, one of the most important family businesses in Romania.

COMPANY	FAMILY OWNERSHIP	GENERATION MANAGING THE COMPANY	REGION HEADQUARTERS
Zegna	100.0%	Fourth	Europe
Ricola	100.0%	Third	Europe
REHAU	—	Second	Europe
maxon motor	100.0%	Third	Europe
Leister	100.0%	Second	Europe
LATAM Airlines	25.0%	Second	Latin America
La Farga	100.0%	Second	Europe
Jungheinrich	53.0%	Second	Europe
Johannesbad Gruppe	—	Third	Europe
Inci Holding	100.0%	Third	Middle East
Hess Family Wine Estates	100.0%	Fifth	Europe
Henkel	61.0%	Sixth	Europe
Grupo Comeca	—	—	Latin America
Gebr. Heinemann	—	Fourth	Europe
<b>Fildas</b>	<b>100.0%</b>	<b>First</b>	<b>Europe</b>
Ferragamo	68.0%	Second	Europe
Ferag	—	Second	Europe
Uludağ Beverage	100.0%	Third	Middle East
Dr. Reddy's Laboratories	26.0%	Second	Asia-Pacific

Ones To Watch



## Consolidated Financial Results

- the Group's profitability has constantly been above the market rates;
- in 2020, EBITDA increased by 17% and net profits by 22%;
- the annual financial statements as of December 31, 2020 have been audited by Deloitte.

Summary of the Group Consolidated Results	12M 2014	12M 2015	12M 2016	12M 2017	12M 2018	12M 2019	12M 2020
Mil RON	<i>Audited</i>						
<b>Net Sales</b>	<b>1,622</b>	<b>1,861</b>	<b>2,631</b>	<b>2,897</b>	<b>3,962</b>	<b>4,698</b>	<b>4,767</b>
Cost of sales	(1,264)	(1,473)	(2,199)	(2,381)	(3,339)	(3,927)	(3,883)
<b>Net Margin</b>	<b>358</b>	<b>388</b>	<b>432</b>	<b>516</b>	<b>623</b>	<b>771</b>	<b>884</b>
Operating expenses	(234)	(245)	(262)	(330)	(412)	(467)	(528)
<b>EBITDA</b>	<b>124</b>	<b>143</b>	<b>170</b>	<b>186</b>	<b>211</b>	<b>304</b>	<b>356</b>
Depreciation and amortization	(12)	(13)	(12)	(13)	(17)	(75)	(84)
<b>EBIT</b>	<b>112</b>	<b>130</b>	<b>158</b>	<b>173</b>	<b>194</b>	<b>229</b>	<b>272</b>
Finance cost	(14)	(8)	(7)	(12)	(24)	(30)	(34)
Income Tax	(17)	(19)	(21)	(24)	(21)	(28)	(30)
<b>Net Profit</b>	<b>81</b>	<b>103</b>	<b>130</b>	<b>137</b>	<b>149</b>	<b>171</b>	<b>208</b>



## Market Position

- Since 2019 the Fildas-Catena Group has reached the 1<sup>st</sup> place in the Pharmaceutical Wholesale and Retail Market, according to Ziarul Financiar.
- Fildas-Catena is number one in the pharma industry in the Top 100 Most Valuable Companies - 2018 (ranked 51st place among all the companies operating in Romania), made by Ziarul Financiar.

**ZF ENGLISH**

Macroeconomics Banks-Insurance Capital Market Social/Politics **Companies** www.zf.ro

Automotive Real Estate Energy Retail&Consumer Health Technology &Telecoms HR Media

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### Retail Pharmacy Chain Catena Sees Sales Up To EUR1B In 2019

03.02.2020 By Georgiana Mihalache

The 800 pharmacy chain Catena, the largest actor on the pharmaceutical retail market in Romania, posted 4.7 billion lei (some EUR1 billion) sales in 2019, 17% higher than in 2018.

### Fildas-Catena Beats A&D Pharma to Top Spot on Pharmaceutical Wholesale and Retail Market

05.17.2019

By Georgiana Mihalache



Fildas-Catena group held by entrepreneur Anca Vlad posted 7.7 billion lei (EUR1.6 billion) revenue in 2018 with its pharmaceutical wholesaler Fildas and pharmaceutical retailer Catena, up 40% over 2017.

#### ZF NEWS

- Dorobly Rente Nu After EUR1M In
- Dedeman To Ac EUR3.6M
- Credit Agricole Agri-Hub In Ka
- New Car Regis YoY In May 2019
- Government Sig Station-Airport





## Coverage

Fildas provides full national distribution coverage in Romania through its two central warehouses located in Bucharest and Pitesti (Arges), 15 regional warehouses, with a storage area of over 55,000 sqm., a modern call center and a transportation fleet of 200 vans and 21 trucks.

Fildas currently services over 5,000 retail customers and approximately 300 hospitals.

Fildas also renders logistic services such as bonded warehouse to top pharmaceutical manufacturers.

## The widest logistic infrastructure on the market

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li><b>1. București:</b><br/>Național</li> <li><b>2. București:</b><br/>București, Ilfov, Teleorman, Giurgiu, Călărași, Ialomița</li> <li><b>3. Bacău:</b><br/>Bacău, Vrancea</li> <li><b>4. Brașov:</b><br/>Brașov, Covasna, Harghita</li> <li><b>5. Cluj Napoca:</b><br/>Cluj, Bistrița</li> <li><b>6. Constanța:</b><br/>Constanța, Tulcea</li> <li><b>7. Craiova:</b><br/>Dolj, Gorj, Mehedinți</li> </ul> | <ul style="list-style-type: none"> <li><b>8. Galați:</b><br/>Galați, Brăila</li> <li><b>9. Iași:</b><br/>Iași, Botoșani, Vaslui, Suceava, Neamț</li> <li><b>10. Pitești:</b><br/>Argeș, Vâlcea, Olt</li> <li><b>11. Ploiești:</b><br/>Prahova, Dâmbovița, Buzău</li> <li><b>12. Sibiu:</b><br/>Sibiu, Alba, Hunedoara</li> <li><b>13. Târgu Mureș:</b><br/>Mureș</li> <li><b>14. Timișoara:</b><br/>Timiș, Caraș-Severin, Arad, Bihor</li> <li><b>15. Satu Mare:</b><br/>Satu Mare, Maramureș, Sălaj</li> </ul> |
|---|---|





**A pharmacy  
tailored  
to your  
heart**

## Trusted Superbrand



**Capital Award**  
The most powerful companies  
in the Romanian business  
environment



**Biz Award**  
TOP 100 the most  
powerful Romanian  
brands



**Excellency Award in  
Customer Care**  
First place in Pharmacies  
category

**Brands for Kids by Forbes**  
Special award for quality offers  
for family and children's health

## CATENA - The largest Pharmacy network in Romania

Catena started in 1999 when Fildas acquired a state-owned company with 30 pharmacies at the time. Catena has been growing ever since both organically and through acquisitions and since 2012 it became the largest pharmacy network in Romania. Catena strengthened its market leading position within the retail sector, the number of pharmacies operating under the Catena brand growing from 677 units at the end of 2017 to 750 units at the end of 2018 and over 850 units now.





## Purpose

Since its set up, the main objective of Fildas was to supply pharmaceutical products and top-quality services to the patients of Romania. To achieve this, over the years Fildas has concluded direct distribution agreements with the leading pharmaceutical manufacturers present in Romania.

The product portfolio comprises more than 15,000 products manufactured by over 150 producers.





## Achievements and awards

- Rank 9 in the Forbes TOP 500 companies, 2020 edition
- Fildas-Catena Group - Company of the Year in the Pharmaceutical Industry, at the Gala of Elite Companies by Capital, 2019 edition.
- The award for “The largest growth on the drug distribution market” in Romania, by Capital magazine
- Leader of the pharmaceutical products distribution market in 2018 - by “Capital” business magazine.
- The second place in the Top 10 largest Romanian entrepreneurial companies in 2018, made by Ziarul Financiar.
- Best in Business Award for Training and Development of Human Resources – from the Piața Financiară magazine.
- TRUE LEADER TROPHY 2015, 2016, 2017, 2018, 2019 and 2020 from ICAP Romania, member of ICAP Group – a credit-rating agency – for FILDAS TRADING – Leader of the Romanian Pharma Industry
- First Place – Large Companies Category for FILDAS TRADING from the Chamber of Commerce Industry and Agriculture Arges
- Excellence Award for FILDAS GROUP – Top 100 Romanian Companies 2016
- The 3rd Place in the National Top of the Best Romanian Companies in 2014 and 2015 from the Romanian Chamber of Commerce Industry and Agriculture - for FILDAS TRADING





## The Team





## The Team

For 30 years, our team has managed to ensure the essential connection between the company and its clients.

Over 8,000 people are currently part of the Fildas-Catena Group team. A united and professional team, whose permanent mission is not just to offer their partners services of the highest quality at an excellent price, but also to provide the human connection they need, based on mutual trust and respect.

Throughout its activities, Fildas has been particularly focused on the quality of services it offers. We are permanently working to help our clients through the professionalism of our dedicated teams and by using flexible structures that can efficiently adapt to their needs.





## The Future

In order to retain its agility and ability to innovate, Fildas-Catena Group aims to remain a family owned venture. Having completed his studies at the University of Cambridge (MA Cantab) and University College London (MSc), Alexandru Vlad returned to Romania to become involved in the business full-time. To prepare for his future role in the management of the company, Alexandru first completed an induction program which involved an analysis of each department within the Group, as well as visits to the pharmacies and warehouses across the country. As a member of the Board, he now manages innovative projects that span over multiple areas of the business, particularly those related to sales and human resources. His overall goal is to ensure the business continues to grow into the future by acknowledging the needs of both clients and business partners, thus preserving Fildas' tradition as a trusted partner in the pharmaceutical industry.





## Media & online

The group contains a PR and full-service advertising agency, 3 printed magazines – Farmacia Ta (200.000 copies/month), Galenus (10.000 copies/month) and Szívünk Gyógyszertára (The Pharmacy of the Heart - Hungarian edition, 19.000 copies/edition).

Tonica Group's publications have a massive online presence, with about 3 million unique visitors per month, and their social networking pages also collect over 1 million followers. Catena.ro has 2.100,000 unique visitors, being the most visited site from the portfolio. Farmaciata.ro, Slabsaugras.ro, Tonica.ro, Revistagalenus.ro gather together over 500,000 unique visitors. The group's portfolio also includes a sex education site - Sexsafe.ro - and an online television - Senso TV, also with tens of thousands of unique visitors.



## Corporate Social Responsibility

- The Fildas - Catena Group is involved in social and charity actions, constantly supporting several foundations, including Salvați Copiii! (Save the Children! – Romania), OvidiuRo and Light into Europe, a Romanian-British charity organisation.
- The Group also supports HOSPICE Casa Speranței (House of Hope) - offering free of charge specialized services for the care of children and adults diagnosed with incurable diseases - and Fundația Renașterea (The Renaissance Foundation) - a flagship of the fight against breast cancer and awareness of the importance of preventing this serious illness.
- In addition, the Fildas - Catena Group has been involved in many projects of national interest, supporting Romania's representatives in various international sports and musical competitions, but also financially supporting the Romanian Films production, being among others sponsor of the Anonimul Film Festival, American Independent Film Festival and Les Films de Cannes a Bucarest, as well as several successful cinematographic productions (Octav, Dincolo de calea ferată, 6,9 pe scara Richter).





## Corporate sports

Fildas Group supports the principle of health through sport and supports the initiative of Catena Racing Team - an association that promotes sport, encourages and facilitates the practice of sport, supports and develops programs and sporting events of general interest.

The track record of the Catena Racing Team is the following: over 350 podiums, 110 gold medals, 131 silver medals and 115 bronze medals.

Catena Racing Team won 9 medals at the Winter Corporate Games 2021, in Braşov, of which 4 gold medals, 1 silver and 1 bronze. Also Catena Racing Team won "Winner of Medalist Award" title.

Catena Racing Team won the Bucharest Champions Cup - 2021 football tournament and ranked 4th out of 22 teams participating in the Euro Business Cup, 2021 edition, in Antalya, Turkey.

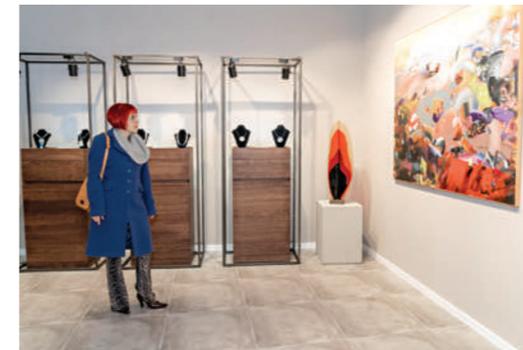




## Fildas Art

Fildas Group supports the projects for the promotion of artists and the cultural events that the Fildas ART Foundation organizes within its exhibition space "Senso Gallery", opened in Bucharest, Calea Victoriei, no. 12.

The Senso gallery is a permanent exposition with sale, which hosts various works of painting, sculpture, graphics and decorative art, with frequent exhibitions by contemporary artists. Fildas ART supports young artists, writers, journalists and their cultural projects in the Senso Gallery.



**Galeria Senso**
  
[www.galeriasenso.ro](http://www.galeriasenso.ro)
  
**SENSO ART FLAKES**
  
 10 - 30 decembrie 2019

Galeria Senso, Calea Victoriei 12 C, etajul 1





**The Name of Health in Romania**

