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## Better Customer Health



Mylan provides products to patients through channels such as retail, hospital/institution, e-commerce, specialty pharmacy and wholesaler/distribution. Mylan's commitment to our customers is to provide a comprehensive array of high quality medicines that span multiple therapeutic areas and dosage forms.

### Partnering to Address Patient Needs

Our customers are essential in helping us create better health for a better world by making our products available to patients. We work with tens of thousands of customers across 165 countries and territories. In 2017 we sold approximately 69 billion doses cumulatively.

#### EXAMPLES OF CUSTOMERS WE SERVE



Retail and Pharmacy



Wholesalers/  
Distributors



Payers, Insurers  
and Governments



Institutions



Physicians

## Delivering ONE Mylan and Exceeding Customer Expectations

Customers' needs and expectations differ by market, depending on factors such as healthcare infrastructure, delivery systems, regulations, economic development and population. We understand the importance of meeting the needs of our customers regardless of market type and strive to be their preferred partner.

As a part of this goal, we continued in 2017 to integrate our legacy business with more recently acquired businesses to achieve ONE Mylan, giving customers greater access to more of Mylan's products and services around the world. In addition to our 7,500 marketed products across multiple therapeutic areas, we offer an extensive range of dosage forms and delivery systems, including oral solid doses, complex products, injectables and APIs.

## Meeting Evolving Needs

The healthcare environment is dynamic and constantly changing. An aging population, strains on public healthcare systems, digitalization and a growing middle class are among the factors causing the healthcare industry to shift. Our customers expect us to anticipate how these changes will affect patients' needs for treatment, both in terms of the medications themselves and how they will be accessed. Mylan anticipated these changes and created a horizontally and vertically integrated platform with global scale. We also diversified our product portfolio, expanded our R&D and supply chain network, and increased our sales presence. These actions made Mylan a stronger, more relevant business partner for our customers today and tomorrow.

How we conduct ourselves is as important as the high quality medicine we produce. Mylan's management of relevant ESG topics is of growing interest to our stakeholders. That means demonstrating to industry partners, international organizations and in public tenders Mylan's commitment to addressing ESG topics, including those mentioned in supplier evaluations and agreements. Mylan works with our partners to promote responsible business practices across many areas, including quality, the environment, health and safety, and ethics.

## Pricing Practices

Mylan has a long history of providing high quality, low-cost pharmaceuticals to consumers. We believe that we are uniquely situated to work with customers and payers to find solutions that meet the needs of the patients and families we serve. In pricing our products, we employ a robust internal process that takes into consideration competitive factors and the need to maintain supply in the marketplace. In some circumstances, to ensure access to medications, we will sell products at little or no profit.

## Promoting Appropriate Use

It's crucial that patients use pharmaceutical products appropriately if they are to experience the intended effects. Unfortunately, non-adherence to prescriptions and misuse of medicines are global challenges. Our customers understand this, and by working with them and providing education and technical solutions, Mylan supports appropriate use.

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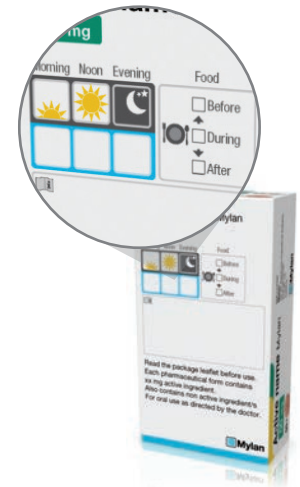
Our portfolio comprises more than **7,500 marketed products** across multiple therapeutic areas, and we received **~800 product approvals globally** in 2017.

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Mylan provides, for instance, online portals and digital solutions such as the MyFreshStart™ program, which educates patients about a variety of medical conditions and ways to better manage them. Mylan's support of the WiZVi™ application in France allows greater connectivity between patients and their doctors and pharmacists. Our sponsorship of Seguilaterapia programs in Italy promotes therapeutic adherence by reminding patients to take their medication or refill prescriptions. Mylan also adapts its packaging with symbols and pictograms that illustrate dosage schedules.

To support patients diagnosed with HCV in India, we developed a mobile app called HepBUZZ™. It helps HCPs choose appropriate medications; simplify therapy options based on genotype, liver status and patient profile; and provide real-time guidance for prescribers to check drug interactions and understand a patient's overall condition.



## SOLUTIONS TO ENCOURAGE PATIENT ADHERENCE



Mylan's Ashray<sup>13</sup> disease-awareness program in India is an example of how we work with customers to develop services that help patients better understand their medical conditions. The program provides patients diagnosed with HCV or breast cancer – and their families – emotional and psychological support. The program is managed by a third party and offers counseling to help patients effectively manage stress. Ashray provides multilingual telecounseling support and on-the-ground counselors, and organizes patient meetings where healthcare experts speak on topics relevant for better medical treatment and to support quality of life.



In a growing number of countries, Mylan websites offer customers and patients access to online portals containing informational and educational content about specific therapeutic areas.



The MyFreshStart app connects patients, HCPs and caregivers to increase adherence.



Mylan's Seguilaterapia program in Italy offers patients several convenient ways to receive reminders to take their medication or refill prescriptions.

<sup>13</sup><https://www.ashray.net.in/en/breast-cancer/caring>



## IMPROVING PATIENT ADHERENCE

### COMMUNICATION – WIZVI™

A survey conducted in France on behalf of Mylan showed that 48% of patients who were prescribed medicine to treat an illness or chronic disease, were found to be out of compliance when reviewed over a 12-month period.<sup>14</sup> That's why Mylan is pleased to support WIZVI, a unique app that connects patients to their doctor or pharmacist, providing day-to-day health management using online consultation and appointments. If necessary, prescriptions are sent directly to the patients' smartphones. Patients then can send prescriptions to the pharmacy of their choice. WIZVI also encourages adherence by sending refill reminders, which strengthens communication between pharmacists and patients should there be questions or concerns. For HCPs, WIZVI affords them opportunities to spend more time delivering direct patient care.

<sup>14</sup>Press release on WIZVI\_June 2017

### DOSE DISPENSING

Mylan supports customers in Europe (pharmacies and wholesalers) that offer individual dose dispensing services to their patients. Studies have shown clear adherence benefits when patients receive their medications prepackaged in doses tailored for them, making it easier to manage taking multiple medications at various intervals during the day. Mylan is leading the market in supplying products for individual dose dispensing in the Netherlands. Additionally, in other European markets such as France, Spain, the U.K., Belgium and Eastern Europe, Mylan is setting the standard by helping create these offerings or by leading initiatives to increase patient access to dose dispensing services.

## Ensuring Ethical Behavior Regarding Promotion

To support our aspiration to help deliver better health for a better world, we cultivate strong customer relationships that are based on integrity and trust. We work to conduct our sales, marketing and promotional activities ethically, and in a manner that advances patient care and enhances the practice of medicine. We interact with members of the healthcare community about educational programming, medical research support, and inform on the efficacy and appropriate use of our products. While these interactions are important and necessary, they may bring elevated ethical risks. Managing those risks is a priority for Mylan.

We have well-established global, regional and local policies and procedures on interactions with the healthcare community, drug promotion and ethical marketing. Risk assessments and employee training are key components. We strive to comply with regulations and adhere to ethical standards set forth by Mylan and industry associations.

Here are a few examples:

- ▶ Mylan's Standards for Interactions with Healthcare Professionals instruct employees on proper behavior when engaging with HCPs. The guidelines are grounded in Mylan's companywide standards and take into consideration local laws and regulations. Compliance with the standards is mandatory for any member of Mylan's workforce who interacts with HCPs.
- ▶ Mylan's Global Policy for the Marketing and Advertising Review Council requires the establishment of local procedures to ensure that all promotional materials and other commercial communications are reviewed and approved internally by appropriate subject matter experts. The goal of the local review procedures implemented under the policy is to ensure that all materials and communications intended for promotional or commercial purposes – including materials intended for internal sales training – are accurate, truthful, medically/scientifically sound, not misleading and compliant with all applicable marketing, legal, regulatory and medical requirements and company policies.

## Maintaining Quality Within our Supply Chain

Maintaining access to high quality raw materials and delivering finished goods in a timely manner are crucial to Mylan's ability to provide patients with access to the medicines they need.

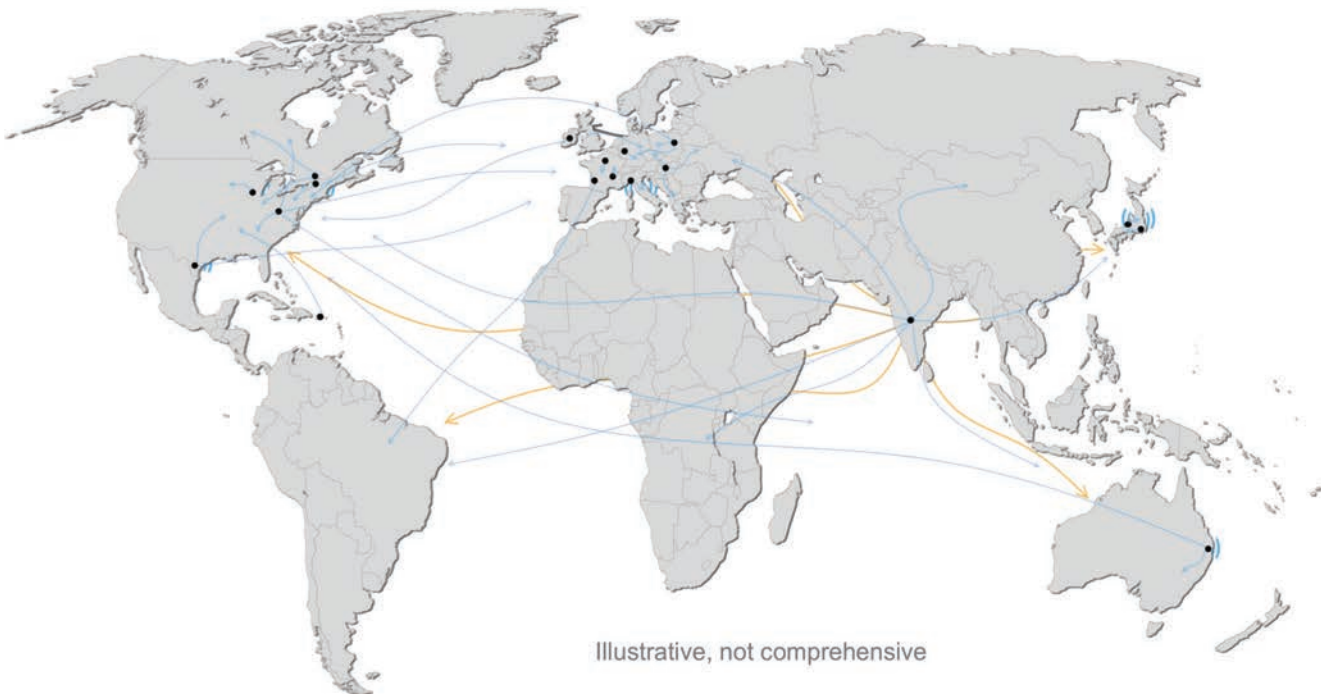
Mylan's global supply chain has been strategically designed to ensure that the right products reach the right customers (and ultimately patients) at the right time. Many of our facilities are located in close proximity to the markets we serve, as shown below, and about 75% of the product volume we sell is produced through internally controlled manufacturing.

To manage this network responsibly across many markets and engage with health authorities around the globe, we have a robust set of quality systems and controls in place. We also engage our suppliers and partners to address the full range of quality-related considerations involved in developing and manufacturing drugs, and we have quality agreements with our suppliers.

In addition, we seek full compliance with all applicable laws, such as those focused on labor, the environment and anti-corruption for both our internal and external network of suppliers. We also make investments as appropriate to keep employees safe, the environment clean and quality high.

### Global Strategic Supply Network

- ▶ Global network
- ▶ Proximity to key markets
- ▶ Regional supply sites
- ▶ Global supply sites
- ▶ ~75% Internal manufacturing





Moreover, we have procedures to monitor supplier compliance and mitigate potential concerns. We conduct audits of new and existing suppliers and contractors – as well as potential partners – as part of our due-diligence effort. We prioritize and set schedules for quality audits across different geographies based on criteria that include:

- ▶ Type of operation and services provided,
- ▶ geography,
- ▶ historical regulatory inspection performance,
- ▶ significance to Mylan's business and product launches, and
- ▶ periodic audit requirements.

Mylan's scientific affairs, operations and quality teams play a key role in working to ensure product safety and quality. They oversee an extensive distribution network of internal and external partners, helping to enable Mylan to meet customers' needs safely, securely and in a timely fashion.