



Han Wha Pharma

**TRUST, HELP EACH OTHER
AND ADVANCE TOGETHER.**

The most precious thing in the world is preserving human life and health, and people's greatest wish is to eliminate disease. We believe that we could realize our goals and dreams only when we are healthy. Without our health, we cannot expect to be fully successful in the future.



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Group Organization



Establishment : **1976**

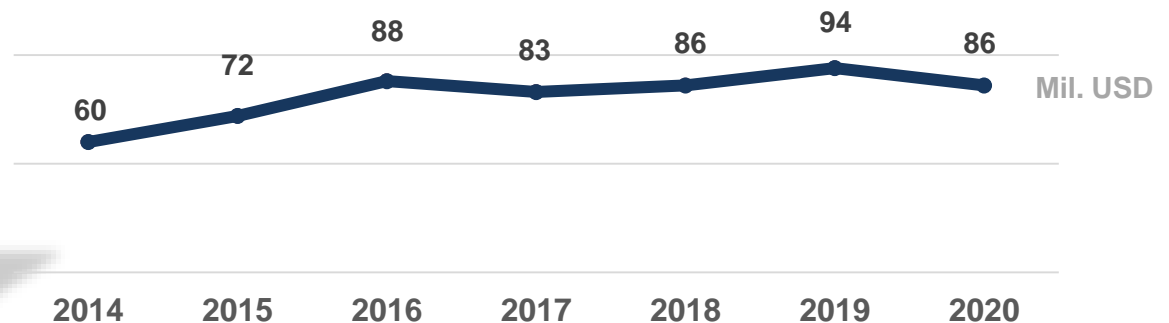
CEO : **Kyoungrak Kim**

Employee : **320**

Location : **Seoul, Korea**

www.hwpharm.com

● Integrated Sales Turnover



Company History

1970

1976 Yang Ji Pharma Co., Ltd.



1980

1982 Han Wha Pharma Co., Ltd. as a JV with Organon, AKZO Nobel Group of the Netherland

1983 KGMP

1987 R&D Center



Company History

1990

- 1991** - 1 Million USD Export Award
 - Gold medal for the best Small and Medium enterprises by SMBA
 - Gold medal from N.V. Organon of the Netherlands
- 1993** New head office
- 1994** YANIKEM, France

2000

- 2002** NaturaLife 
- 2003** NaturaLife Asia 
- 2004** ISO 9001;2000 in manufacturing, sales and import & export
- 2006** INNOBIZ
- 2009** New GMP factory

Company History

2010

- 2011** - "Great Place to Work" by the Ministry of Knowledge Economy
- "Best Family Friendly Management" from Ministry of Gender Equality and Family Affairs



- 2013** "Best Company of Green Start Network" by the Ministry of Environment
- 2017** Awarded "2017 Work & Life Balance Excellent Company" by the Prime Minister
- 2018** Awarded youth-friendly small giants for 2018 by the Ministry of Employment and Labor
- 2019** Launched "Umckamin Plus®" as a new combination drug

R&D

- For New Drug & New Food Supplement



- Focusing area for Specialized Generics & IMD(Incrementally Modified Drug)



- Research Network



Seoul Nat'l University
Med. Chem., Pharmaceuticals



Korean Institute of
Science & Technology
Natural Products



Univ. of Louis Pasteur, France
Cardiovascular Research

R&D Pipeline

- New Drug Development

Program	Discovery	Pre-Clinical	Phase I	Phase II	Phase III	Launch
Umckamin Plus, YJP-40 (Respiratory)						

- IMD (Incrementally Modified Drug)

Program	Discovery	Pre-Clinical	Phase I	Phase II	Phase III	Launch
YJF-009 (Respiratory)						
YJO-I01 (Antiviral)						
YJF-008 (Respiratory)						
YJF-015 (Analgesic & Antipyretic)						
YJF-018 (Analgesic & Antipyretic)						
YJF-019 (Antiallergic)						

Sales Network and Factory

● Sales Branch

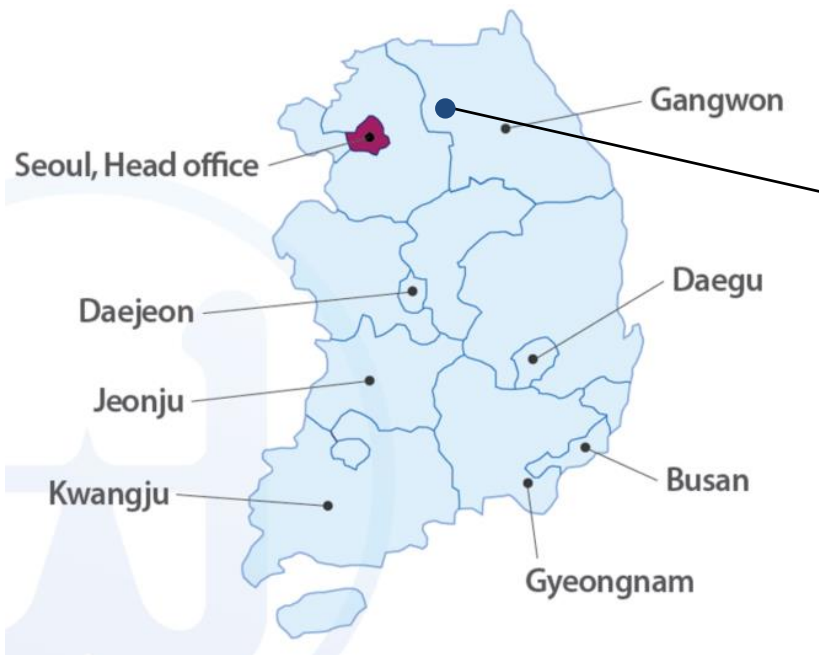
● Factory

15

Branch
Offices

100

Medical Reps.



- Site area 65,000m² and Total Floor space 12,000m²
- Established for EU GMP compliance
- Eco-friendly

Han Wha Core Competency

- ✓ Han Wha Core Competency
- ✓ Success Story



Han Wha Core Competency

- **Solid and long-term partnership** with multi-national pharmaceutical companies for past 40 years

	1976 ~	<ul style="list-style-type: none"> ✓ Hepa-Merz®: Liver protection, PK-Merz® : Anti-Parkinson ✓ Xeomin® (Botulinum neurotoxin): approved by Han Wha RA personnel
	1979 ~	<ul style="list-style-type: none"> ✓ Antibio®: 1st OTC probiotics in Korea ✓ Ramnos®: One of leading OTC probiotics in Korea
	1982 ~	<ul style="list-style-type: none"> ✓ During Joint Venture alliance (~2000), most of originator drug had been approved and marketed by Han Wha
	1984 ~	<ul style="list-style-type: none"> ✓ Anti-hypertensive and anti-diabetic products were approved and marketed formerly by Han Wha
	1985 ~	<ul style="list-style-type: none"> ✓ Muteran® : Originator drug for acetylcysteine in Korea ✓ Umckamin® : One of leading phyto-medicine for bronchitis
	1995 ~	<ul style="list-style-type: none"> ✓ Utrogestan®: Progesterone product ranked No.1 in Korea
	2008 ~	<ul style="list-style-type: none"> ✓ Echinaforce®: common cold, phyto-medicine
	2009 ~	<ul style="list-style-type: none"> ✓ Distribution of contraception and infertility products from MSD
	2009 ~	<ul style="list-style-type: none"> ✓ Nasacort®: Rejuvenating by Han Wha since alliance in the situation of stagnated intranasal corticosteroid

Han Wha Core Competency

● Efficient & Strategic Market Access

1. Formulation Development according to Market Needs

2. Strategic Negotiation of Reimbursement Price

3. Strong Business Capability in Hospital Area

- All 343 general hospitals in Korea are covered by Han Wha

4. Strategic Registration Experiences

- Xeomin® (Botulinum neurotoxin): exemption of phase 1 clinical trial
- Umckamin® syrup: exemption of clinical trial
- UmckaminPlus® (combination product) : exemption of phase 1&2 clinical trials

5. Created Numerous Success Story in Various Business Area

- 6 products with MSD
- Umckamin® and Muteran® with Schwabe
- Nasacort® with Sanofi-aventis
- 2 products with Merz
- Utrogestan® with Besins

● Strict Code of Conduct (COC) compliance

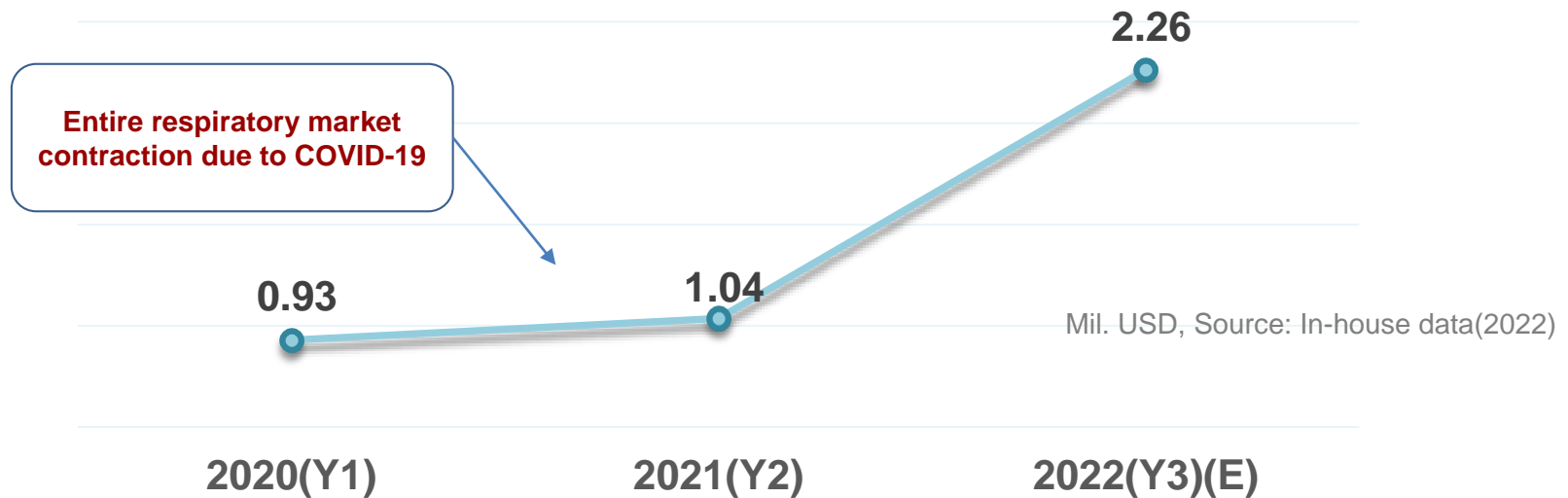
● Recognized as Reliable and Family-Friendly Company from the Government

Success Story: Umckamin Plus®

- Anti-bronchitis from Dr. Willmar Schwabe
- Launch: Dec 2019
- Sales expectation in 3 years: 7 Mil. USD
- Success factors

- ✓ New combination of Pelargonium sidoides and Ivy leaf for bronchitis
- ✓ Successful market access with good reimbursement price
- ✓ Dedicated team with intensive training
- ✓ Fast switching with Umckamin® syrup and expanding the expectorant market

Same reimbursement price as Umckamin® syrup



Success Story: Nasacort®

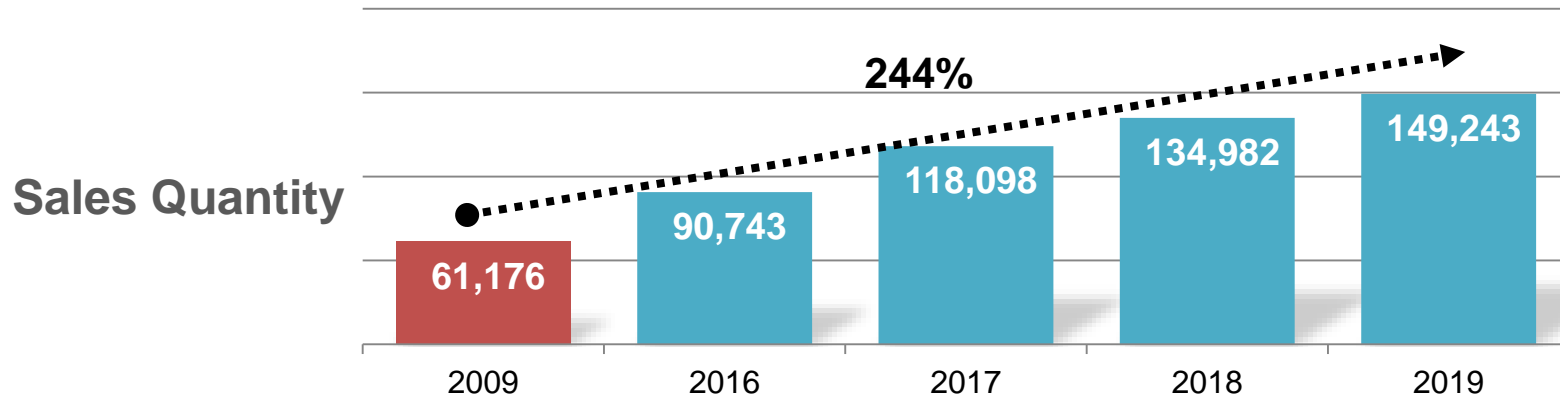
- Nasal spray for allergic rhinitis from Sanofi
- Achieved 244% growth in volume compared to 2009
- Success factors
 - ✓ Synergy effect created with HW respiratory products in PULMO and ENT
 - ✓ Top down marketing through academic society and key opinion leaders
 - ✓ Intensive call & marketing campaign for rejuvenation

Umckamin®, Muteran®
etc.



Korean society of rhinology,
Korean society of
otorhinolaryngology, etc.

Unit: Pack, Source: in-house data



Success Story: Utrogestan®

- Progesterone for infertility and hormonal deficiency from Besins
- No. 1 progesterone with 45% market share
- Success factors



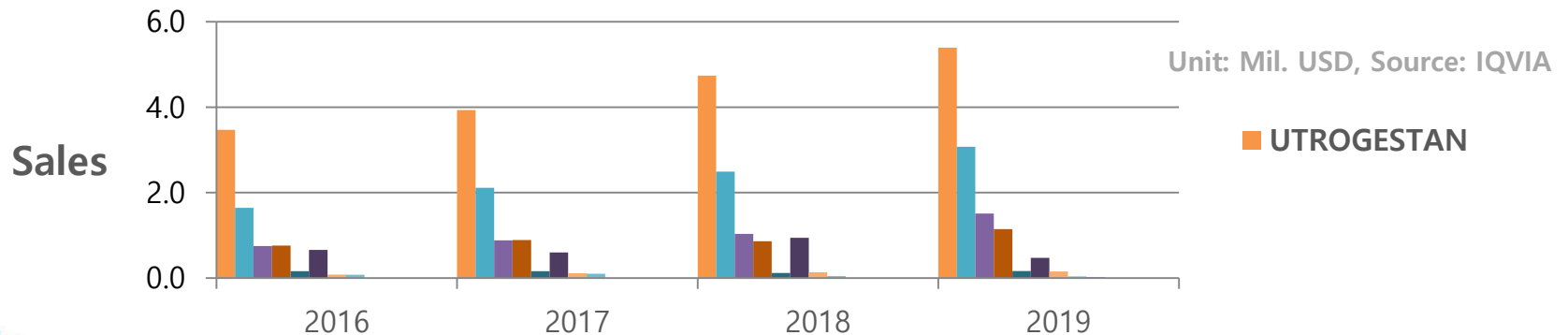
- ✓ Top down marketing through academic society and key opinion leaders
- ✓ Support for IIT* clinical trial to exploit extended indication
- ✓ Enhancement of patient's compliance through providing applicator for vaginal suppository

Including support for the patients education program in major infertility centers

Supplementary development adapted to domestic needs

*IIT: Investigator Initiated Trial

In 2019, total progesterone market: 12.0 mil. USD
Utrogestan: 5.4 mil USD, M/S 45%, GR: 16%



Products

- ✓ Top selling products of Han Wha
- ✓ Prescription products
- ✓ OTC products












NaturaLife

NaturaLife Asia

Top selling products of Han Wha

※ HW Original

*Ref. In-house data(2022)
Exchange rate: USD1=KRW1,190

Products	Formulation	Active Ingredient	Therapeutic area	Sales(E)* (K USD)
1 Muteran	Capsule/ Granule/ Syrup/ Injection	Acetylcysteine	 Respiratory system	9,141
2 Ramnos	Capsule/ Granule/ Powder	Lactobacillus casei variety rhamnosus	 Gastro-intestinal system	8,087
3 Utrogestan	Capsule/ Suppository	Micronized progesterone	 Reproductive system	4,797
4 Hepa-Merz	Liquid and solution/ Powder/ Injection	L-Ornithine-L-Aspartate	 Gastro-intestinal system	3,543
5 Umckamin	Tablet/ Syrup	Pelargonium sidoides extract (+Ivy leaf extract)	 Respiratory system	3,138
6 Purirax	Injection	Hyaluronidase	 Hematological agents	2,349
7 Antibio	Capsule/ Granule	Lactobacillus acidophilus	 Gastro-intestinal system	2,025 ¹⁾
8 Atorsan	Tablet	Atorvastatin calcium	 Cardiovascular system	1,531
9 PK-Merz	Liquid and solution/ Tablet	Amantadine sulfate	 Central nervous system	997
10 Echinaforce protect	Tablet	Echinacea purpurea tinc	 Respiratory system	765
Products from MSD	Injection/ Insert	Contraceptive & Infertility	 Reproductive system	5,959

1) 2021 Exports

Prescription Products

※ HW Original



Brand	Active Ingredient
Antibio	Lactobacillus acidophilus
Biad	Rebamipide
Hepa-Merz	L-Ornithine-L-Aspartate
Lesprazole	Rabeprazole sodium
Nexprazole	Esomeprazole magnesium
Ramnos	Lactobacillus casei variety rhamnosus
Somatosan	Somatostatin acetate
Tiropmin	Tiropamide HCl
Winaton	Itopride HCl
Wintillen	Artemisia asiatica 95% ethanol ext.
Wiradin	Ranitidine HCl



Brand	Active Ingredient
Orgalutran	Ganirelix Acetate
Puregon	Follitropin beta
Utrogestan	Micronized progesterone



Brand	Active Ingredient
Implanon NXT	Etonogestrel
Nuvaring	Ethinyl estradiol, Etonogestrel

Prescription Products

※ HW Original



Brand	Active Ingredient
Levokamin	Levodropropizine
Muteran	Acetylcysteine
Nasacort nasal spray	Triamcinolone acetonide
Neonalin	Tulobuterol
Respilene	Zipeprol HCl
Singulien	Montelukast
Umckamin	Pelargonium sidoides extract
Umckamin plus	Pelargonium sidoides extract + Ivy leaf extract



Brand	Active Ingredient
Atorsan	Atorvastatin calcium
Cebokan	Ginkgo biloba leaf extract
Glory	Clopidogrel
Limapalmon	Limaprost alfadex
Rosustor	Rosuvastatin calcium
Telmiam	Telmisartan & Amlodipine besylate
Telmill	Telmisartan
Telmill plus	Telmisartan & Hydrochlorothiazide
Winexge	Valsartan & Amlodipine besylate

Prescription Products



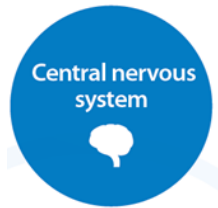
Brand	Active Ingredient
Ancenac	Aceclofenac
Coxnak	Celecoxib
Epeprine	Eperisone HCl
Hypercet	Acetaminophen & Tramadol HCl
Losoprin	Loxoprofen sodium
Nefocure	Nefopam HCl



Brand	Active Ingredient
Amoxallin	Axomicillin, Potassium clavulanate
Clomycin	Clarithromycin
Famcipro	Famciclovir
Fronclor	Cefaclor
Gyno-Betadine	Povidone iodine
Leadcozole	Fluconazole
Leadnox	Itraconazole
Lecrocin	Levofloxacin
Prondoxime	Cefpodoxime Proxetil

Prescription Products

※ HW Original



Brand	Active Ingredient
Adisen	Amoxapine
Hanwha donepezil	Donepezil HCl
Hanwha escitalopram	Escitalopram oxalate
Hanwha quetiapine	Quetiapine fumarate
Hanwha rasagiline	Rasagiline mesylate
Hanwha topiramate	Topiramate
PK-Merz	Amantadine sulfate



Brand	Active Ingredient
Cinapara	Cinacalcet HCl
D3Vita	Cholecalciferol
Ferrowell	Ferric-hydroxide sucrose
Hyronrax plus	Hyaluronate sodium
Leptizine	Levocetirizine HCl
Poly-DN	Polydeoxyribo nucleotide
Purirax	Hyaluronidase
Winbarac	Entecavir
Wingli-M	Glimepiride & Metformin HCl
Wintonell	Risedronate sodium
Wintonell plus	Risedronate sodium & Cholecalciferol

OTC Products (HW Original)

Class	Brand	Active Ingredient
Respiratory system	Muteran	Acetylcysteine
	Rhino-Protect PRS	White soft paraffin
	Echinaforce protect	Echinacea purpurea tinc
Gastro-intestinal system	Ramnos	Lactobacillus casei variety rhamnosus
	Antibio	Lactobacillus acidophilus
	Hepa-Merz LOLA Sol.	L-Ornithine-L-Aspartate
Blood circulation	Cebokan-F	Ginkgo biloba leaf extract
Arthritis	A.Vogel Rheuma	Harpagophytum root extract

NaturaLife

Establishment: 2002

CEO: **Kyoungrak Kim**

Location: **Seoul, Korea**

- **Business area** : Production, Distribution and Import of Dietary Supplement and General Food
- **Distribution Channel** : Costco, Hypermarket, Drugstore & TV home shopping

Principal Brands



- One of best natural herb company
- Main products: SAMBUCUS, ALIVE



- Dietary supplement brand
- Portfolio: Diet, weight management & nutrition care



BIO-CERTIFIED
SAMBUCUS



NaturaLife Asia

Establishment: **2003**

CEO: **Kyoungrak Kim**

Location: **Seoul, Korea**

- **Business area** : Export of dietary supplement, OTC products and general food

Principal Export Products

Country	Products	Classification
Philippines, African countries	C24/7, CPE, Choleduz, RestorLyf, K24/7	Food supplement
Philippines	EstroG-100	Herbal extract for menopausal syndrome
Thailand	Sinupret, Bronchipret	OTC using herbal extract
Japan	Sweete	Sweetener



NaturaLife Asia

- Sales Network

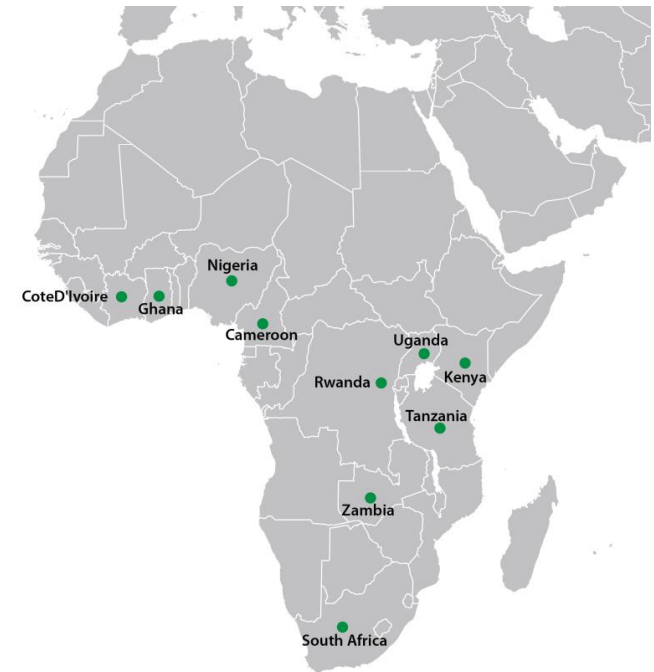
- Europe & Middle east



- Asia



- Africa



Global Partners



Global Partners



Han Wha Pharma



USA

Merck & Co., Inc. (MSD)
Adare Pharmaceuticals
Actavis Generics



Germany

Dr. Willmar Schwabe GmbH & Co. KG
Merz Pharma GmbH & Co. KGaA
Dr. Theiss Naturwaren GmbH



France

Biose Industrie
Les Laboratoires Servier
Sanofi



Belgium

Besins Healthcare SA



Switzerland

A.Vogel



Japan

Alron Japan Inc.



Vietnam

Bayer Healthcare



Indonesia

PT. LAPI Laboratories



NaturaLife / NaturaLife Asia



USA

Nature's Way Products, Inc.



Malaysia

Stadpharm Sdn. Bhd.



Vietnam

OPV Pharmaceutical



Indonesia

PT LAPI Laboratories



Japan

Alron Japan Inc.



Thailand

DKSH (Thailand) Ltd.
Wellgate



Philippines

Alliance In Motion Global, Inc.
United Laboratories, Inc.



Iran

PouraTeb



Greece

Pharmaserve-Lilly S.A.C.I.



Hong Kong

Winning Development Ltd.



Singapore

CoPharma Pte. Ltd.

Africa countries

Alliance in Motion Global, Inc.



THANK YOU!