



CREATIVE PROPOSAL FOR SERVIER 2018 - 2019 CYCLE MEETING

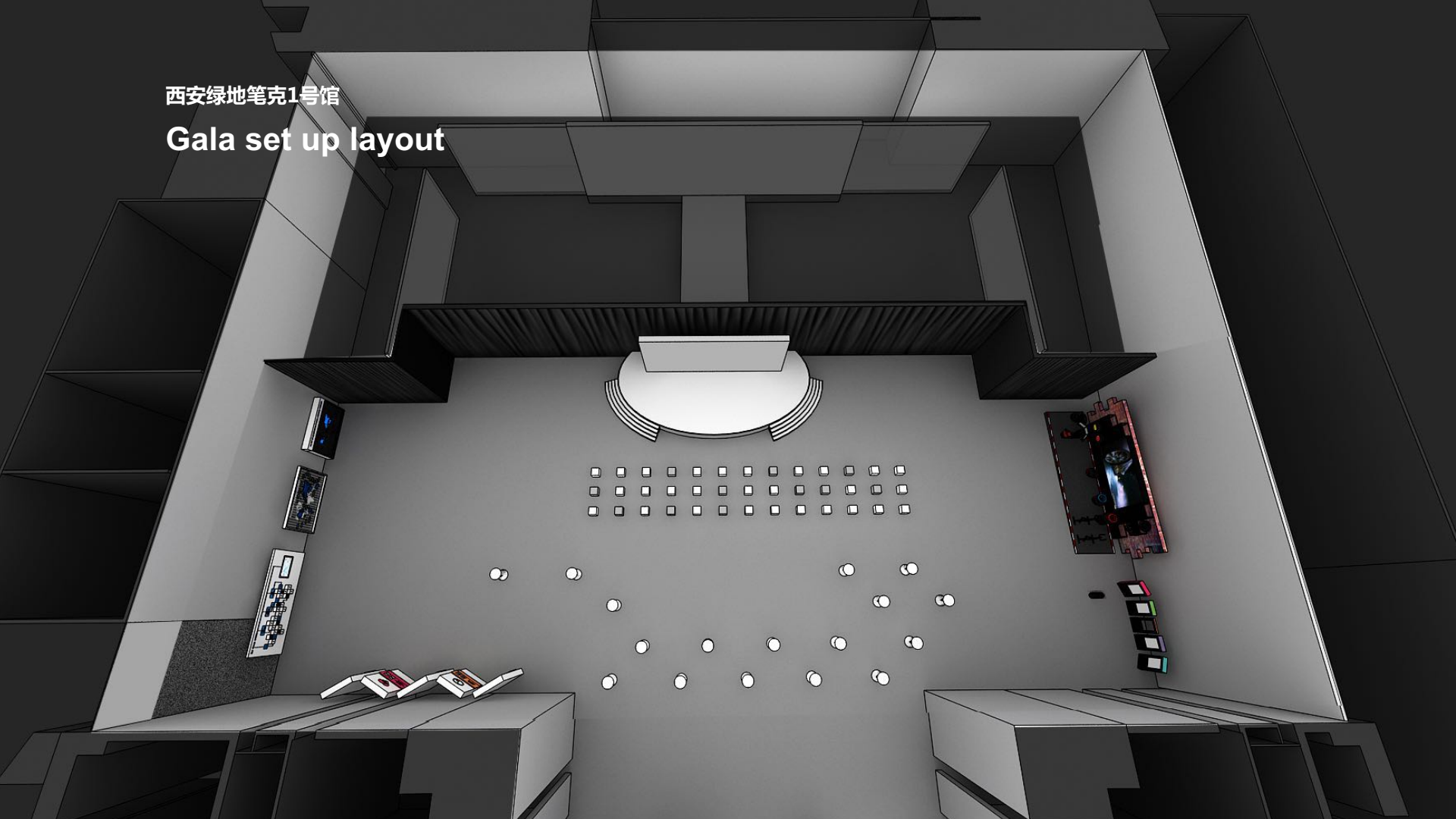
Rise up KV



**CHINA
2018**

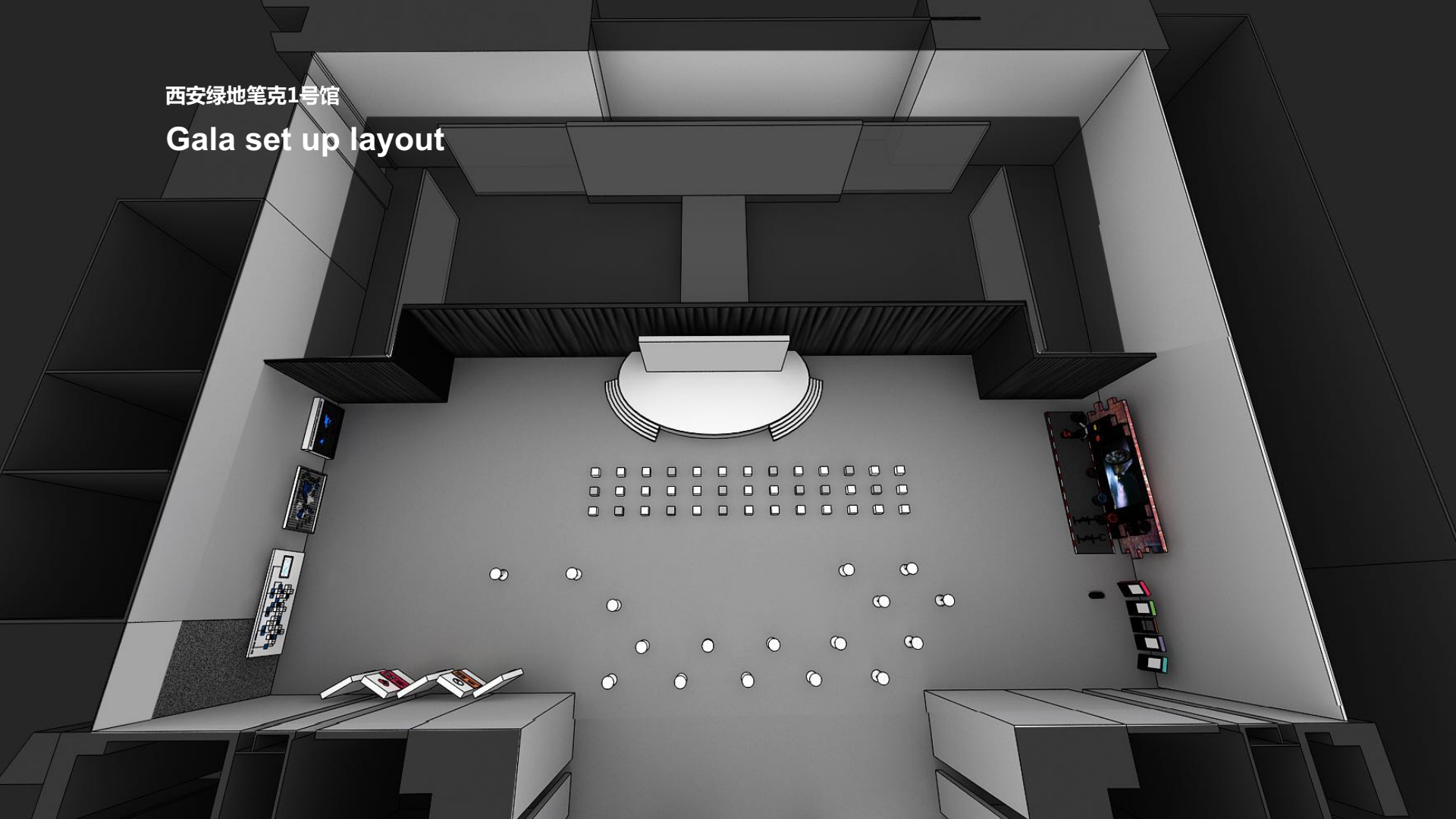
西安绿地笔克1号馆

Gala set up layout



西安绿地笔克1号馆

Gala set up layout



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Gala set up



西安绿地笔克1号馆

Gala set up



Foyer set up

Focus on 5 therapeutic areas



Foyer set up

Dynamic and Synergized Generics

我们的集团实体



仿制药业务是集团的一大优势和重要资产

- ▶ 仿制药和原研药的业务模式不同
- ▶ 协作是共享最佳实践和交叉渗透
他们使营业收入增加, 节约成本以及扩大集团的三个实体的业务分布范围
- ▶ 可在任何地方开展协作: 所有协作都创造价值密不可分
三个实体彼此协作: Servier, Egis和Biogaran
在所有级别开展协作: 全球和地方
- ▶ 我们正在促进协作最大化并设定2021年的营业收入目标/提高销量



Foyer set up

Differentiated geographic footprint



Foyer set up

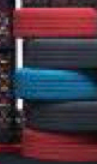
Differentiated geographic footprint

本地技术引进交易的成立和扩展 THE SET-UP AND EXPANSION OF LOCAL LICENSING-IN DEALS



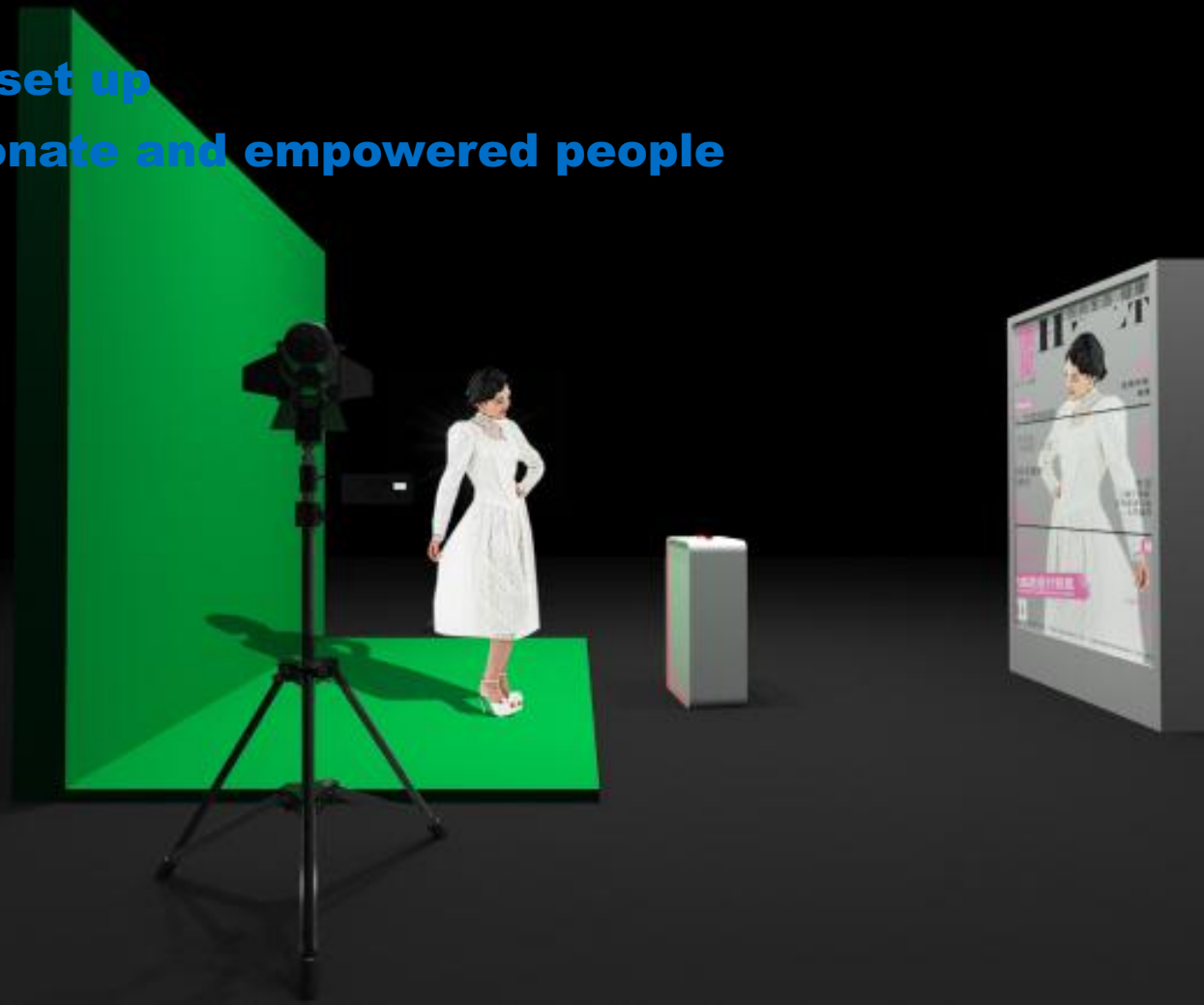
Foyer set up

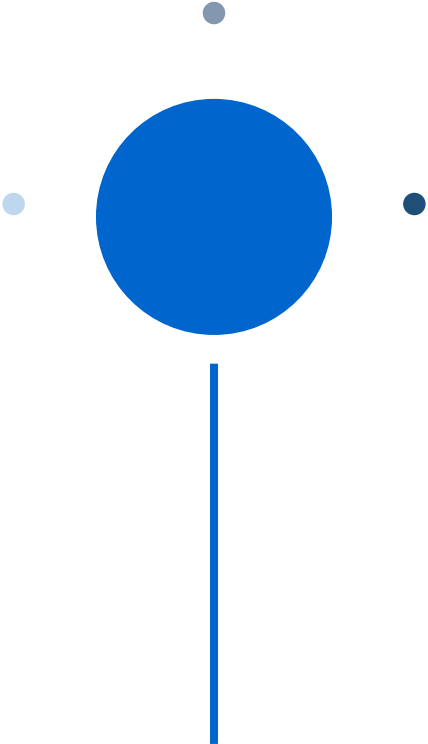
High performing organisation



Foyer set up

Passionate and empowered people



A decorative graphic consisting of a large blue circle in the center. A vertical blue line extends downwards from the bottom of the circle. Three small dots are positioned around the circle: one light blue dot to the left, one dark blue dot to the right, and one grey dot above the circle.

Plenary

Plenary Slogan



心向未来

Reinvent Servier
Reimagine the future

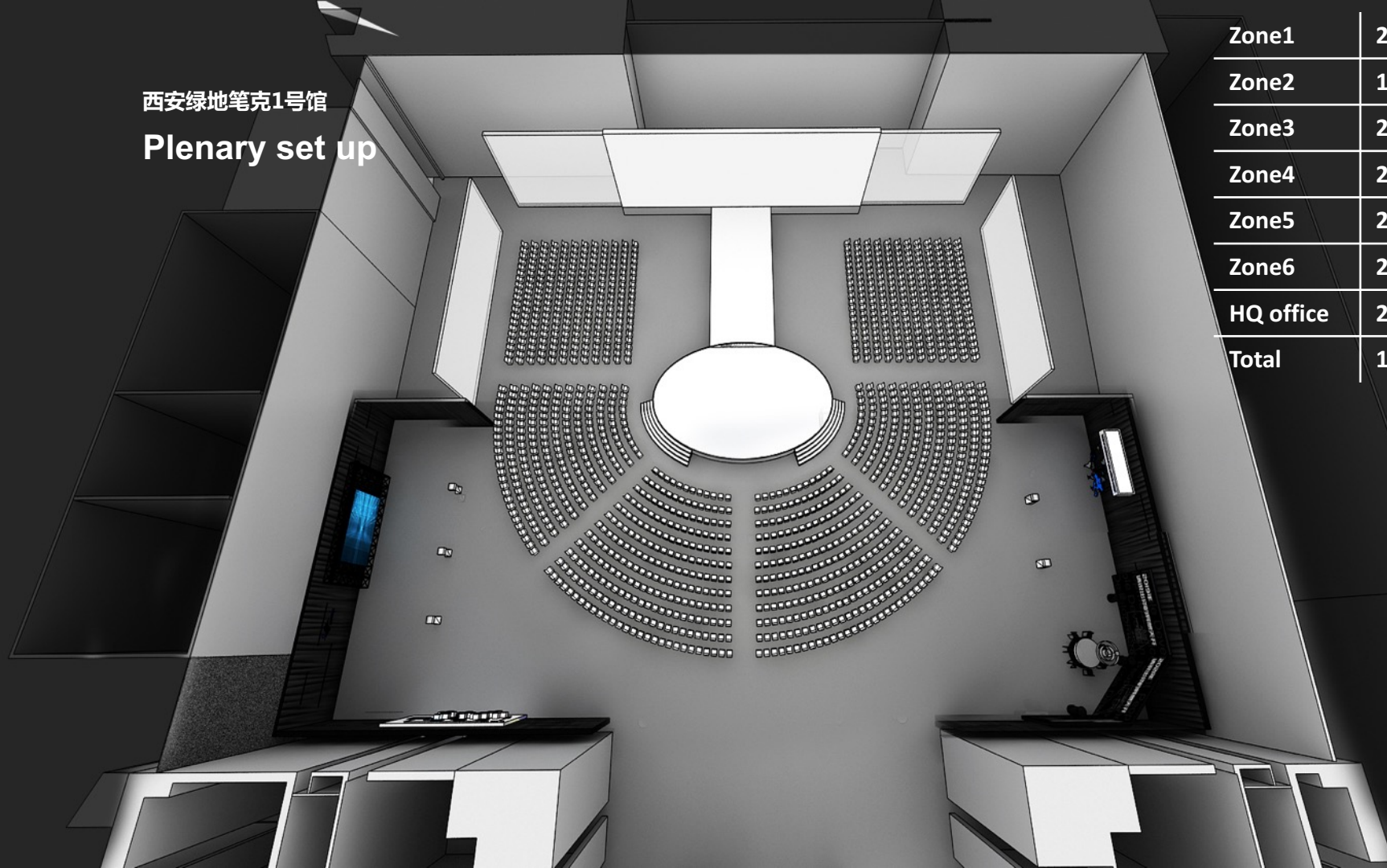
SERVIER 2018-2019 1ST CYCLE MEETING

化向未来

REINVENT SERVIER
REIMAGINE THE FUTURE

西安绿地笔克1号馆

Plenary set up

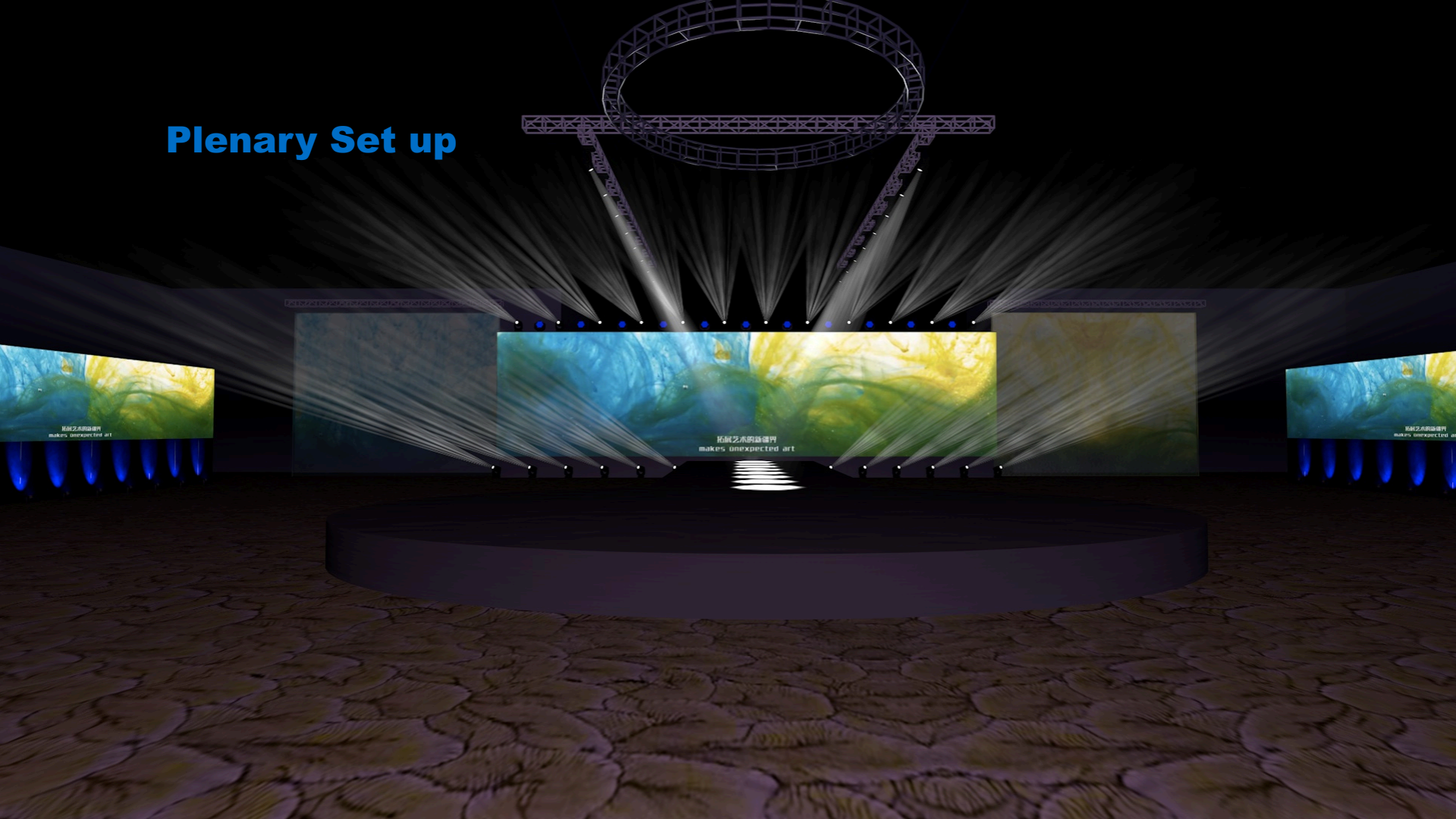


Zone1	281
Zone2	134
Zone3	243
Zone4	282
Zone5	203
Zone6	236
HQ office	238
Total	1617

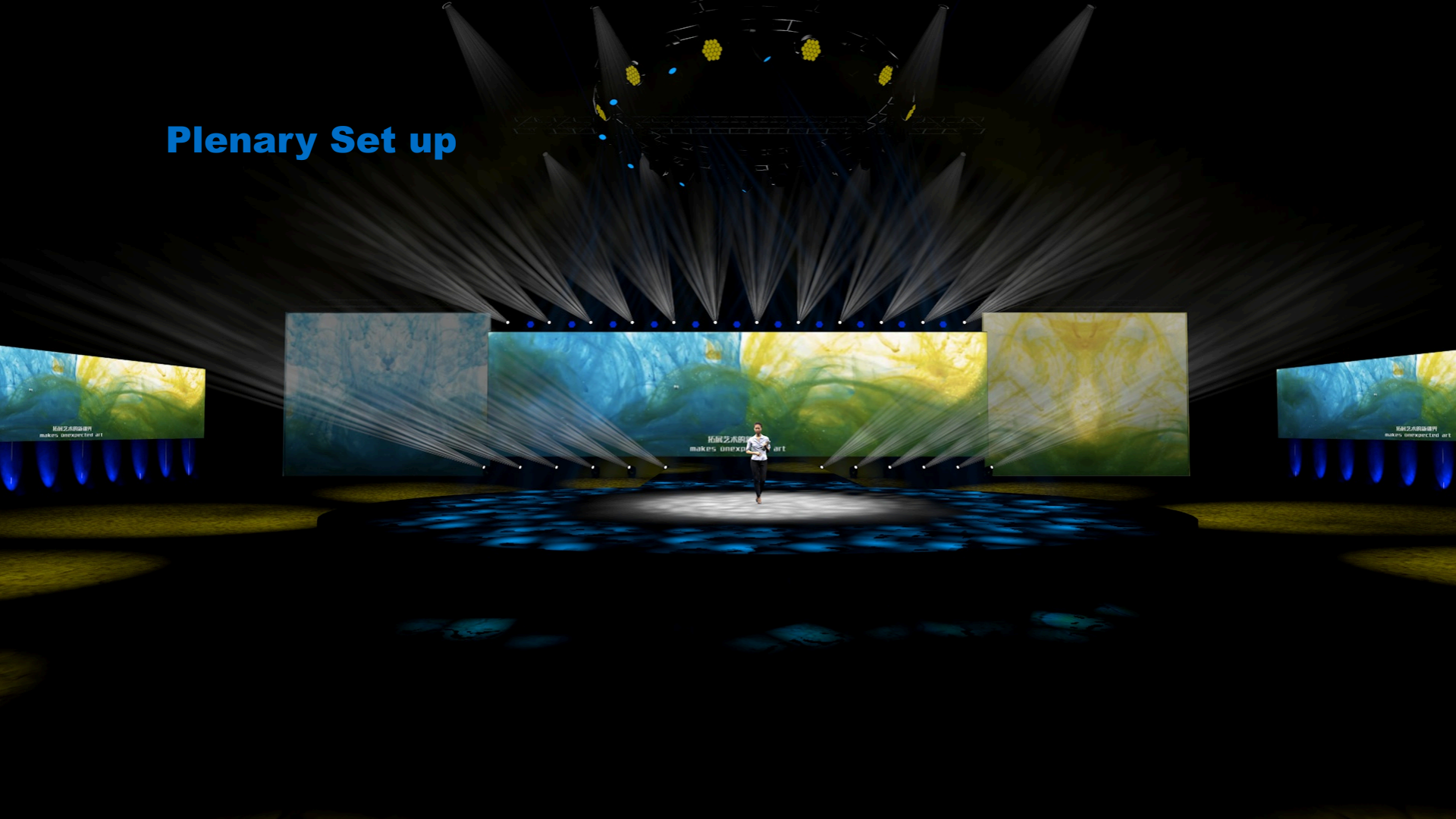
Plenary Set up



Plenary Set up



Plenary Set up





THANKS