Dechra’s Strengths

**Overview**

**Market Leading Positions**
We are a global leader in veterinary endocrinology and topical dermatology, have a broad portfolio of analgesia, anaesthetics and products for the treatment of pain, and we are also recognised as innovators in other specialisations such as the treatment of equine lameness, nutrition and differentiated generics (generic plus).

**Well-Recognised Brand**
We are recognised as a global animal healthcare company with a strong reputation as a provider of high quality, specialist veterinary medicines and related products.

**Expertise in Key Therapeutic Areas**
We support our customers in our key therapeutic areas with technical helplines, continuing education through online learning, webinars and lectures by key opinion leaders.

**Balance Sheet Strength/Cash Generative Power**
The Group targets strong cash generation allowing us to pay down debt quickly, resulting in a robust balance sheet which enables us to fund internally many of our strategic opportunities.

**Successful Acquisition History**
In January 2008 we made our first major acquisition which, at the time, was transformational to our EU Pharmaceuticals business. We have successfully replicated the model since then on numerous occasions and have consistently delivered strategic and financial expectations on significant transactions.

**New Product Development Pipeline**
We have a strong pipeline of novel, generic and generic plus pharmaceuticals, vaccines and a specialist nutrition range. We have a track record of pipeline delivery. We are proactive in recognising and bringing new development opportunities into the portfolio.

**Manufacturing**
Our manufacturing sites offer a wide range of dosage forms and packaging capabilities which can be produced in small to large-scale production batches. This flexibility is a key requirement in producing our varied product portfolio.

**Skilled People**
We have attracted and retained a qualified and skilled workforce throughout the organisation with many years’ experience within the markets we serve. Our people strategy is underpinned by the Dechra Values.

**Key Relationships**
Relationships with stakeholders are fundamental to the success of the Group. Our sales approach relies on strong partnerships with practice groups and individual veterinarians, strengthened by key opinion leaders and distribution partners. The relationship with supply chain partners is also important to establish continuity of supply. Effective and consistent industry networking delivers insight to new development and acquisition opportunities.

**Our Global Footprint**
Dechra’s traditions lie in the companion animal markets of Western Europe and North America. In recent years we have built on that platform, extending our footprint globally through greenfield sites and acquisitions. Further international expansion is one of our four strategic growth drivers.

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Dechra Pharmaceuticals PLC Annual Report and Accounts for the year ended 30 June 2020

www.dechra.com