



Press release

Valby, 11 January 2013

Lundbeck appoints new vice president of global pricing and market access

H. Lundbeck A/S (Lundbeck) has appointed Barbara Jaszewski as vice president of global pricing and market access. The move strengthens the company's capacity to bring drugs to market effectively prior to the launch of three new drugs in the coming 12 months.

Barbara Jaszewski, a Canadian citizen, has been appointed vice president of global pricing and market access at Lundbeck. She will be in charge of developing and strengthening a business area of growing strategic significance to Lundbeck as the company prepares to launch a range of new drugs. In 2013 alone, Lundbeck expects to launch three new drugs: the antidepressant Brintellix™ (vortioxetine), Selincro™ (nalmefene) for the treatment of alcohol dependence, and aripiprazole once-monthly for the treatment of schizophrenia.

"With a growing portfolio of medicines and several new product introductions in the near future," says Andreas Eggert, senior vice president of global product strategy and portfolio development, "it is important for patients that we are well prepared to get our products to market as efficiently and timely as possible. Our market access efforts are a critically important prerequisite for this work."

Collaborating closely with internal and external stakeholders at Danish headquarters and Lundbeck affiliates around the world, Barbara Jaszewski will lead the ongoing work of further building the company's global market access organization, and help Lundbeck implement the strategy of integrating and consolidating this business area more widely across the organization.

"To ensure the success of our new products," Eggert adds, "the planning carried out by Market Access must be an integral part of multiple business processes, from drug development to commercialization. Barbara Jaszewski will play an important role in leading our efforts to further strengthen Lundbeck's commercial business processes, and will help our organization support future product launches in the best way possible."

International profile

Barbara Jaszewski has more than 20 years of experience in market access in the international pharmaceutical industry. She comes from a position as director of global market access in the Berlin office of German company Bayer Healthcare, where she was responsible for setting up Bayer's regional market access activities in Europe, Canada, Russia, Turkey, the Middle East and Africa. Prior to that, she held positions in the Canadian subsidiaries of Bayer and GlaxoSmithKline.



Barbara Jaszewski will report to Andreas Eggert, senior vice president of global product strategy and portfolio development.

About Barbara Jaszewski

Born:

12 July 1958 (54) in Canada

Education:

BSc (Honours) in Biology and MBA from McMaster University, Canada

Career:

2009-2012: Head of Global Market Access Region Europe, Canada and EMEA, Bayer Healthcare, Germany

2002-2009: Director, Reimbursement, Pricing and Advocacy, Bayer Inc., Canada

1999-2002: Reimbursement Strategist, GlaxoSmithKline, Canada

Family and leisure activities:

Barbara Jaszewski has two sons, Sean and Ben, aged 23 and 26, who will continue to live in Canada.

She plans to spend her free time learning Danish, and also looks forward to travelling in Europe.

For further information

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About Lundbeck

H. Lundbeck A/S (LUN.CO, LUN DC, HLUKY) is an international pharmaceutical company highly committed to improving the quality of life for people suffering from brain disorders. For this purpose, Lundbeck is engaged in the research, development, production, marketing and sale of pharmaceuticals across the world. The company's products are targeted at disorders such as depression and anxiety, psychotic disorders, epilepsy and Huntington's, Alzheimer's and Parkinson's diseases.

Lundbeck was founded in 1915 by Hans Lundbeck in Copenhagen, Denmark. Today Lundbeck employs approximately 6,000 people worldwide. Lundbeck is one of the world's leading pharmaceutical companies working with brain disorders. In 2011, the company's revenue was DKK 16.0 billion (approximately EUR 2.2 billion or USD 3.0 billion). For more information, please visit www.lundbeck.com.