

A New Identity for Faulding

A Conversation with Company President,
Michel R. Charbonneau

In January of this year, Faulding Canada changed its corporate identity to become Mayne Pharma (Canada) Inc. What precipitated the change?

Mayne Group Limited is Australia's leading provider of private health-care services and in October 2001 Mayne acquired Faulding. The corporate identity change from Faulding to Mayne Pharma is a logical step following this acquisition, and Mayne Pharma is now a company that has a presence in more than 50 countries, generating global pharmaceutical sales exceeding \$200 million US in 2001/02.

In relation to our Canadian clients and business partners, our name will be different, but our team and commercial activities will remain the same. The key improvement for us is to be part of, and have access to, the Mayne Pharma worldwide network. With more than 1,300 employees across five continents, Mayne Pharma operates integrated, international teams in product development, business development, regulatory affairs, manufacturing, and sales and marketing.

Due to our performance and potential for growth, Canada is one of the key markets for Mayne Pharma. We have Canadian participants on all of our international teams. By being involved in the early stages of product planning, we can ensure that suggestions and requirements specific to our Canadian clients are included in the devel-

opment process. And that is basically what we are all about—a strong Canadian presence within a dynamic international structure. It's the best of both worlds.

Who are the people behind Mayne Pharma Canada?



Mayne Pharma (formerly Faulding Canada Inc.)
president, Michel R. Charbonneau

We currently have 25 employees within Mayne Pharma Canada, of which 20 are located in our Canadian office in Kirkland, Quebec. Our activities cover scientific affairs, customer service, sales, marketing and business development, IT, distribution, and human resources. Many of our long-term employees were with us when Faulding was formed 20 years ago and are well known to our clients and partners.

Also located in our Kirkland facilities, but independent from the Canadian structure, is Mayne Pharma's Latin American head office, which includes a group of five people under the leadership of Mimmo Pasqua, president, Latin America. Our business operations in Brazil and Mexico

report directly to Mr. Pasqua.

What will be the main business focus for Mayne Pharma in the near future?

With more than 15 products directly or indirectly related to oncology, Mayne Pharma Canada is, and will remain, a key player in this market. We take pride in the strong relations we have developed over the years with key pharmacists and physicians active in oncology, and

Faulding

in our unwavering commitment to value-added products and services. Our new product development continues to focus on oncology-related products.

Mayne Pharma has more than 200 scientists, chemists, and regulatory affairs specialists involved in our product development programs. With more than \$20 million US invested in research and development annually, we have a robust product pipeline—currently exceeding \$2.4 billion US in local market brand value. These products range from new cancer therapies to drugs used in anesthesia, critical care, and the treatment of infections in hospitals. We will remain a key player in the hospital injectable market, with a leading position in oncology.

Mayne Pharma is mostly active in the generic market. Yet recently, you signed an agreement with Aeterna, a biotech company from Quebec City, to market Neovastat®, an innovative patented product, in Canada, Australia, New Zealand, and Mexico. How will this agreement affect the Canadian operations?

Corporate partnerships and promoting branded products is not a new concept to us. We currently promote OncoTICE®, a BCG therapy used in bladder cancer,

to urologists through a distribution agreement with Organon. Through a co-promotion agreement with Diagnocure, we also promote uCyt+™, a bladder cancer diagnostic test. Brand promotion is also part of our regular activities in Australia, New Zealand, and Mexico.

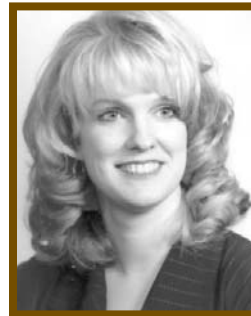
The partnership with Aeterna on Neovastat was therefore a logical move for us. Subject to satisfactory conclusions of its Phase III trials, its submission and approval by regulatory authorities, Neovastat will bring a new dimension to our current Canadian portfolio and help us maintain our position as a key player in the field of oncology.

Most people will define Canadian pharmaceutical companies as innovators or as producers of generic products. We describe ourselves as a key partner to our Canadian hospital customers. While we are specialised in oncology and mainly in generic injectable products, we wish to offer our clients cost-efficient, innovative, and value-added products, single or multisource, patented or not. This approach has served our clients and ourselves well in the past and we hope this will continue in the future. [CPM](#)

Before



After



With 7 years of medical media experience, Janet Lee embraces the identical requirements on each account, with the same enthusiasm from beginning to end.

Specialized in:

- *Strategic Media Planning*
- *Buying*
- *Execution of Insertion Orders*
- *+++ Media Functions*



GROUPE D.D.L. INC.

Tel.: (450) 653-0491

Fax: (450) 653-1193

E-mail: groupedd@sympatico.ca