

ABOUT CROMA

CROMA is an international pharmaceutical company which is dedicated to improving people's quality of life through innovative, consistently simple and effective health solutions.

Our products and services are aimed at actively contributing to the restoration of health and the relief of discomfort.

For many years, intensive research and development, constant quality assurance and consistent enlargement of our product portfolio have enabled us to meet our aim and to develop safe and reliable health care products.

A high degree of pragmatism, proactive and goal-oriented work and a constant focus on the development of evidence-based and innovative products enables us to master the challenges of modern health care in our main areas of activity orthopaedics, ophthalmology, dermatology and contract manufacturing.

As a company that dedicates itself to the service of human health, we are aware of our social responsibilities and aim to act accordingly. With our products' high quality and our openness and honesty with those who put their trust in us, we aim at creating values and contributing to health care.

CHRONOLOGY

- 1976 CROMA-Pharma is established in Vienna
- 1982 The company in-licenses the first active substance for glaucoma treatment
- 1991 CROMA-Pharma begins sterile production of ophthalmic viscoelastics in Vienna
- 1994 The company's own manufacturing facility is set up
- 1996 ISO certification
- 1999 CROMA-Pharma launches its first hyaluronate-based product for ophthalmic surgery
- 2000 The company starts fully-automated filling of viscoelastic fluids
- 2002 CROMA-Pharma launches its first hyaluronate-based product for the treatment of arthritis
- 2005 Establishment of subsidiaries in Germany and Poland; launch of the new OTC product line
- 2006 Expansion of worldwide export activities
- 2007 CROMA-Pharma establishes a subsidiary in Romania and acquires the companies Xcelens and Cornéal Laboratoires Ophthalmologie
- 2008 Group re-branding

BUSINESS AREAS

The company is composed of four strategic business areas:

- ophthalmology
- orthopaedics
- dermatology
- contract manufacturing

FACTS & FIGURES

Subsidiaries in:

- Germany
- France
- Poland
- Romania
- Spain

Viscoelastics production:

- Leobendorf near Vienna
- 2.8 million pre-filled syringes manufactured in 2007

IOL production:

- Warsaw

Distribution partners:

- 60 countries worldwide

Approx. 450 employees

CORE VALUES

Fair – limitless – amazingly simple

CROMA is a fair, reliable, congenial and responsible employer, partner and market actor. We want to benefit patients, medical professionals and employees alike by dedicating our work to human health in an open-minded and honest way.

Intensive research and development, constant quality assurance and consistent enlargement of our product portfolio have enabled us to live up to the highest expectations, meet customers' needs and develop safe and reliable health care products.

Amazingly simple and effective products, evidence-based innovative health solutions and a high degree of pragmatism are CROMA's characteristics. They also mark an important contribution to improving people's quality of life.

CROMA is an international, open-minded company. Limitless thinking and innovation in the development of new products as well as continuous advancement of production processes account for CROMA's success and form the basis for further research and development.

OUR MISSION

Science and research are the foundation of surprisingly simple solutions for human health and well-being.

Our aim is to restore health and to relieve discomfort.

Scientifically and clinically proven innovations ensure safe medical treatments and ease of use for patients, physicians, pharmacists and partners.

CERTIFICATIONS

- **GMP**
GMP compliance
- **ISO 9001: 2000**
Development, production and distribution of sterile solutions and solutions for the viscoelastic intraocular, intradermal and topical application and implantable ocular endotamponades
- **ISO 13485:2003**
Design and development, manufacture and marketing of sterile viscoelastic solutions for intraocular, intradermal, and topical application; Implantable ocular endotamponades; sterile cannulae for ophthalmic surgeries
- **MDD**
Medical Device Directive

SOCIAL RESPONSIBILITIES

CROMA pursues a company policy that is oriented towards ecological, economical and especially social sustainability. As a pharmaceutical company we are aware of our social responsibilities and aim to act accordingly.

We dedicate ourselves to responsible and ethical behaviour and consider it as a matter of course to allow everyone to benefit from our knowledge and experience. With our products we aim to constantly improve living and health standards, especially in economically weaker regions of the world.

For many years we have been supporting the internationally-active relief agency "Licht für die Welt" (Light for the world) with our ophthalmic products and expertise. Our humanitarian deliveries make a small but crucial contribution to the ophthalmologic care in Third World countries.

Pharmaceuticals, viscoelastic fluids and intraocular lenses which are distributed by CROMA are desperately needed in Africa for cataract surgeries – cataract causes 50 % of all blindness in developing countries.

CROMA will continue to devote itself to humanitarian projects. Furthermore, the company aims to contribute to the improvement of quality of life of visually handicapped and blind people in economically weaker regions.

CONTACT

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