

# THE ROWA GROUP



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**ROWA**<sup>®</sup>  
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*Professionals in Pharmaceutical Healthcare*

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THE FUTURE IS IN OUR HANDS

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### ROWA PHARMACEUTICALS LTD.

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Registered in Dublin No. 17700 | VAT No.: IE 8Z06843B



## OUR VISION

### The future is in our hands

#### FAMILY HEALTHCARE PROVIDER

Health is our greatest asset. Improving the quality of life for families throughout the world will continue to be our priority.

#### INCREASE EXPORT MARKET SHARE

Build on existing relationships with clients and enjoy market share growth.

#### SOCIAL RESPONSIBILITY

Ensure that quality and regulatory standards are adhered to at all times and that social commitment remains on our agenda.

#### RETAIN COMPETITIVENESS

Analyse competitor pricing across all markets to ensure cost effectiveness, thereby easing the financial burden on healthcare systems.

#### EXPAND MARKET POSITION

Continue to effectively market existing prescription and OTC medicines and meet consumer needs with future product launches.

#### CONTINUE TO EMBRACE INNOVATION

Explore ways in which the company can further embrace innovation through research and development with mutually rewarding partnerships.



#### OUR GOAL

TO CONTINUE TO PRODUCE QUALITY, INNOVATIVE, COST-EFFECTIVE MEDICINES WITH A STRONG COMMITMENT TO INVESTMENT, TO FURTHER STRENGTHEN OUR POSITION IN THE GLOBAL MARKET.



## COMPANY PROFILE



AS THE ROWA GROUP CONTINUES TO GROW, OUR AIM IS TO EXPAND OUR NETWORKS AND MAINTAIN A STRONG AND **BENEFICIAL RELATIONSHIP** WITH OUR PARTNERS AROUND THE GLOBE.

ROWA, an innovative company of German origin, was established in Ireland in 1959 by the late Roland Wagner, specialising in Ethical and OTC pharmaceutical products. ROWA Germany and ROWA/ROWEX Ireland co-operate closely, particularly in the field of product development and technology transfer. Our complementary business activities enable us to achieve cost reductions, time and production efficiency and market expansion worldwide.

ROWA employs qualified specialists who are responsible for product development, regulatory affairs, production, quality and marketing. With international presence across the globe, ROWA has representatives in almost every country, reaching out to meet all nations' healthcare needs.

#### OUR MISSION

TO PROVIDE PRODUCTS AND SERVICES THAT CONSISTENTLY MEET TECHNICAL STANDARDS, REGULATORY REQUIREMENTS AND CUSTOMER EXPECTATIONS, DELIVERED ON TIME AND AT COMPETITIVE COST. TO CONTINUE AS A BUSINESS OF GLOBAL DISTINCTION AND PROFESSIONALISM IN SERVING OUR CLIENTS, PARTNERS AND ULTIMATELY THE CONSUMERS OF OUR PRODUCTS.

Quality and customer focus are the values on which we build our foundation for the future. With patient welfare as a foremost concern, ROWA, supported by an experienced and highly skilled workforce, will continue its mission to be a leading pharmaceutical company in this ever-changing market.

B. WAGNER-HALSWICK  
MANAGING DIRECTOR

## PRODUCT RANGE

ROWA'S EXPERIENCE OF **PRODUCT DEVELOPMENT**, COMBINED WITH KNOWLEDGE OF GLOBAL MARKETS, RESULTS IN PRODUCT FORMULATIONS THAT SURPASS INTERNATIONAL PHARMACOPOEIAL STANDARDS.

ROWA's production processes are strongly influenced by the company's German origin. A strict quality assurance policy is in operation under the direction of skilled pharmacists and scientists. ROWA's facilities include modern laboratories that meet the highest technological standards, quality assurance procedures, manufacturing, production and packaging facilities, warehouses and storage, administration, export and product marketing. Our facilities are subject to regular governmental inspections and are fully GMP approved.

### World-class Facilities

ROWA benefits from close working relationships with international universities and direct access to ever-changing technology. As a highly progressive company, ROWA is committed to the ongoing research and development of a wide range of pharmaceutical formulations.

Our packaging satisfies high standards and issues pertaining to suitability and presentation and is approved for export markets by the relevant authorities worldwide. We adhere to strict environmental policy guidelines and, where possible, ensure that all our packaging materials are recyclable and made from sustainable sources.

### AT A GLANCE

- Ethical production and world-class laboratories
- Adherence to strict regulatory guidelines
- Commitment to research and innovation
- Packaging from renewable resources

## HEPATO-BILIARY REGULATOR

### ROWACHOL

#### Available in:

#### Rowachol® 10 ml Drops

- Rowachol® 20 Capsules - blister pack
- Rowachol® 30 Capsules - blister pack
- Rowachol® 50 Capsules - blister pack
- Rowachol® 100 Capsules - blister pack
- Rowachol® 500 Capsules - blister pack

- Rowachol® 50 Capsules - containers
- Rowachol® 500 Capsules - containers



Not all Rowachol presentations may be available in every country

## RENAL THERAPY

## BRANDED PRESCRIPTION AND OTC MEDICINES

### ROWATINEX

#### Available in:

Rowatinex<sup>®</sup> 10 ml Drops

- Rowatinex<sup>®</sup> 20 Capsules - blister pack
- Rowatinex<sup>®</sup> 30 Capsules - blister pack
- Rowatinex<sup>®</sup> 50 Capsules - blister pack
- Rowatinex<sup>®</sup> 100 Capsules - blister pack
- Rowatinex<sup>®</sup> 500 Capsules - blister pack

- Rowatinex<sup>®</sup> 50 Capsules - containers
- Rowatinex<sup>®</sup> 500 Capsules - containers



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**AURAL THERAPY**  
TROPEX EAR DROPS

**COLORECTAL**  
ROWATANAL CREAM

**CREAMS AND OINTMENTS**  
AQUEOUS CREAM  
CALAMINE LOTION  
EMULSIFYING OINTMENT  
SILCOCK'S BASE  
WHITE PETROLEUM JELLY

**CUTS AND ABRASIONS**  
ROWAROLAN POWDER

**FOOD AND MINERAL SUPPLEMENTS**  
DECAVIT AND MAGNESIUM VERLA

**HEPATO-BILIARY REGULATOR**  
ROWACHOL

**LIP/COLD SORE THERAPY**  
CARBOSAN/HERPESAN GEL

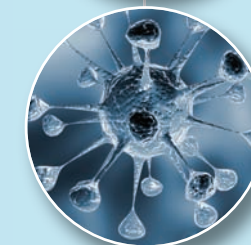
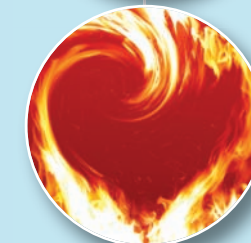
**RENAL THERAPY**  
ROWATINEX

### ROWEX – IRISH MARKET

*ROWEX, our Marketing Division, distributes branded prescription / OTC medicines to the Irish Market:*

<b>ANALGESICS</b>	<b>CALCIUM ANTAGONISTS</b>
<b>ANTIBIOTICS</b>	<b>CENTRAL NERVOUS SYSTEM (CNS)</b>
<b>ANTIFUNGAL</b>	<b>CONTRACEPTIVES</b>
<b>ANTI-GOUT</b>	<b>GASTROINTESTINAL</b>
<b>ANTIHISTAMINES</b>	<b>NITRATES</b>
<b>ANTI-HYPERTENSIVES</b>	<b>NSAIDS</b>
<b>ANTI-OESTROGEN</b>	<b>MIGRAINE THERAPY</b>
<b>ANTIPLATELET</b>	<b>OSTEOPOROSIS</b>
<b>ANTIVIRAL</b>	<b>STATINS</b>
<b>ALPHA BLOCKERS</b>	<b>UROLOGY</b>
<b>BETA BLOCKERS</b>	

*In response to a demand for competitive, high quality products, ROWEX OTC medicines manage the symptoms of common family health issues such as hay fever, cold sores, dandruff, local pain and inflammation relief, abdominal discomfort and indigestion.*



## PRODUCT GLOBAL REACH

WITH THE HEALTHCARE OF PEOPLE WORLDWIDE AS OUR PRIMARY CONCERN, ROWA'S AIM IS TO STRENGTHEN OUR **GLOBAL PRESENCE**. OUR PRODUCTS ARE DISTRIBUTED AROUND THE WORLD WHERE OUR PROFESSIONAL REPRESENTATIVES ARE TRAINED ON EVERY ASPECT OF OUR PRODUCTS.

The availability of ROWA products in over 70 countries worldwide bears testimony to the company's capability of producing high standard, excellent quality products to satisfy the demands of the market at both national and international level. With a fair pricing policy, we export across Europe, Central and South America, the Caribbean, Middle East, Far East and Africa.

### Global Exports

Our Export Department co-ordinates distribution in every region ensuring that production, manufacturing, packaging and transportation meet strict regulatory standards. ROWA's products are distributed by our highly trained representatives to pharmacists, hospitals and medical professionals.

Working with international representatives, we provide multilingual services. Our Graphic Design Department produces all artwork for packaging, information leaflets and promotional material for all markets.

### AT A GLANCE

- ROWA products are available in over 70 countries worldwide.
- Our Export Department manages distributions in every region, from production and manufacturing to design and packaging.
- Professionally trained representatives distribute to pharmacists, medical professionals and hospitals around the globe.
- We adhere to strict regulatory standards and product licensing in every country.