



Press release

STADA Health Report 2019:

Half of Europeans are ready for Dr Robot and treatments via webcam

- 56 percent of Europeans would undergo surgery with “Dr Robot”
- 54 percent would receive treatment from their GP via webcam
- 80 percent would take a gene test but only one quarter knows what a gene test can detect
- Overall, men are more open to medical trends and new health technologies than women
- 53 percent of Europeans feel optimistic about the future of health

Bad Vilbel, May 15, 2019 – 56 percent of Europeans would undergo surgery with “Dr Robot” and 54 percent would receive treatment from their GP via webcam. These are two key findings of the STADA Health Report 2019. The study stands under the sign of the Future of Health and includes 18,000 respondents from nine European countries. The report also shows that 4 out of 5 Europeans would take a gene test and 38 percent would be willing to get a biosensor implant. Looking at the results in detail, interesting disparities come to light between the individual countries. Who is ready for the future of health?

“STADA is excited to share the results of our 5th annual Health Report. The insights will help us to understand trends and perceptions much better to serve patients and healthcare professionals even stronger in the future. This will strengthen STADA’s position as a leading go-to partner in European Healthcare,” says Peter Goldschmidt, CEO STADA Arzneimittel AG.

Around 2,000 people each from Belgium, France, Germany, Italy, Poland, Russia, Serbia, Spain and the United Kingdom between the ages of 18 to 99 shared their opinion on health-related matters of the future. The survey was conducted by market research institute Kantar Health on behalf of STADA Arzneimittel AG. The results were presented at an international press conference in Berlin today.

Executive Board: Peter Goldschmidt (CEO) / Mark Keatley / Miguel Pagan Fernandez
Supervisory Board Chairman: Dr. Günter von Au



“Dr Robot will see you now”

One central result of the study: Robot-assisted surgery is no longer strictly a vision of the future, as we already rely on them for a number of procedures. One interesting observation to begin with: 56 percent of Europeans would have a robot operate on them. The male population is more open to robotic surgery than women. 63 percent of men would not mind seeing “Dr Robot” in comparison to only 49 percent of women. People above the age of 50 (61 percent) are more open to robotic surgery than people under the age of 35 (50 percent). In comparison to Italy, where 66 percent would go under the robot’s knife, the Serbian population is more cautious about such innovative surgical advancements (45 percent).

When it comes to a face-to-face consultation, time efficiency and convenience turn out to be vitally important for Russians: almost 70 percent of them would receive treatment from their GP via webcam. They thusly surpass the European average, which lies at an approval rate of 54 percent for digital surgery hours. Belgians are more sceptical (37 percent): most of them prefer real-life interaction with their doctor.

Genetic testing surprisingly popular – despite gaps in knowledge

Needless to say, the future of medicine bears great opportunity for improvement. 53 percent of respondents are convinced that thanks to scientific progress, we will be able to cure a number of diseases in the future. And most Europeans are eager to do their part in embracing modern forms of medical treatment: 81 percent would comply should their doctor suggest they take a gene test. With 88 percent, the Polish are among the most likely to consent to such a procedure. At the same time, only 24 percent of Europeans know what a gene test can detect, and are aware that a person’s exact life expectancy is not among those things. The most significant knowledge gaps regarding genetic testing were found in Italy, where only 17 percent of the people surveyed gave correct answers – meanwhile, the British turned out to be among the most savvy (28 percent) about this particular topic.

Permanent health monitoring by means of a biosensor implant seems to get under the Europeans’ skin: only 38 percent would be willing to get such an implant. Germans are among the most



suspicious: 71 percent of them draw the line at implants. Across the continent, men are generally less apprehensive about invasive measuring tools than women.

A glimpse into the future

Good news: 53 percent of Europeans feel optimistic about the future of health. The forerunner of enthusiasm is Spain, where 62 percent of respondents expressed they have no reason to worry about health in the future. Their immediate neighbours to the North, the French, end up on the opposite end of the spectrum, with only 44 percent. Reasons for scepticism include the fear of environmental and social issues (22 percent), as well as a decline in the quality of medical care due to digitalization (3 percent).

Aside from occasional spells of apprehension towards more invasive and digital advancements in medicine, Europeans generally keep an open mind on health-related matters of the future. The most important task for the medical sector will be to address the concerns that remain, so that the whole of Europe can look to the future of health with confidence. Trendscout Sven Gábor János says humanity has every reason to feel optimistic: “The future of health is data driven. That’s not a secret since real-time data measurement is already available and used for a variety of causes all around the world. Optimizing medicine and the human body by using technology is the most promising business in terms of human impact and business profit. Exactly this is to be predicted by 2025.”

For further information on STADA Health Report please visit www.yourhealth.stada.

About STADA Arzneimittel AG

STADA Arzneimittel AG is a publicly-listed company with headquarters in Bad Vilbel, Germany. The company focuses on a two pillar strategy consisting of generics, including specialty pharmaceuticals and non-prescription Consumer Health products. Worldwide, STADA Arzneimittel AG sells its products in approximately 130 countries. In financial year 2018, STADA achieved adjusted Group sales of EUR 2,330.8 million and adjusted earnings before interest, taxes, depreciation and amortization (EBITDA) of EUR 503.5 million. As of December 31, 2018, STADA employed 10,416 people worldwide.

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