

Focus on health





Abigo – a strong family business

**A**bigo Medical AB, with subsidiaries Abigo AS, DHC and Sylak, is a rapidly expanding speciality pharmaceutical company. It was founded – and is owned equally – by two entrepreneurs, the brothers Jan G and Leif Smith.

A dynamic entrepreneurial spirit, with a focus on health, has formed the core and the driving force behind the company's operations.

Large pharmaceutical companies purchase or merge with other companies to form even larger international groups. At an early stage we recognised that this trend creates the space – and the opportunities – for smaller, fast-moving companies to establish themselves. The larger the company, the greater the budget for research into medicines with high sales volumes, at the expense of good medicines with more modest potential.

In summary, the trend towards global corporations in the pharmaceutical industry creates opportunities for companies with greater mobility and quicker decision-making procedures. Better positioned to identify interesting niche markets with smaller volumes. And another advantage of the typical entrepreneur-based company is the positive spirit that permeates the entire business.

Abigo is an entrepreneurial company and a family business, owned by two brothers. It combines energy and drive with a unique consensus on how the company should be run – and how it should evolve in the future.



## International operations

Large companies tend to focus inward on their own organisation, and to monitor the competition. A key advantage of Abigo is its ability to do things differently. Again you can see the exciting opportunities facing a small company, through its ability to see the market from a distinct perspective, to distinguish areas of special potential, regardless of medicinal field. And always with a focus on finding solutions that alleviate people's health problems.

Abigo has built up an extensive international network in the field of medicine. In addition to Jan G Smith's involvement in national and international pharmaceutical industry organisations, Abigo works closely with various research institutes and private researchers around the world.

Through good contacts and by listening carefully to the market, we receive continual information on interesting R&D projects. As a small company, with a flat structure and quick decision-making we can identify emerging opportunities at an early stage, and help develop them further. We can establish contact with new competence in exciting new fields and find new possibilities quicker, allowing us to develop medicines and medical devices that benefit greater numbers of people.



Research and development

**E**ntrepreneurship breeds creativity and the ability to see opportunities where other people only see problems. In this way smaller companies in the health industry can grow in size and strength by identifying – and creating – pharmaceutical products in particular market segments.

For Abigo this means that we can take advantage of the flexibility that comes from our size, and also work together with other companies. Again we see the benefits of being small. Our enthusiasm and commitment allow us to establish partnerships without creating a totality and dominance that suffocates the vitality and ambition of our partners. The driving force of all research is curiosity and the desire for knowledge. Our extensive, worldwide network of contacts both inspires us in our research and connects us to much-needed capacity for the continued research and development of products.

Thus, Abigo's objective is to create – and retain – a competent and dynamic company structure, which we can juxtapose with fruitful partnerships with academic research as well as contracted research organisations.



In-house production

**W**hoever is best suited to manufacture a particular product should do it – obviously! This is why we manufacture in-house, at our factory in Askersund.

Not everything, though. In some cases it is far more efficient and profitable to contract out the production to a company with the required production capacity and resources, so it gets done in the most rational way possible. If we at Abigo can have full control of the process, and if we are convinced that the quality meets our requirements, then there is no reason why we should tie up our resources and our energy with managing that part of the process in-house. It makes more sense to focus on research, development and marketing, and to let a competent supplier handle the actual production.

For several years, Abigo has enjoyed a far-reaching partnership with suppliers who can guarantee that the end product will meet our strict requirements. By managing the production process so rationally, we can achieve a cost-efficiency which translates into effective, competitively-priced products. As a result, a greater number of users and patients can get help and relief at a reasonable cost. This should, after all, be the aim of any serious pharmaceutical company.



## Prescription medicines

**A**bigo's product range includes prescription as well as over-the-counter medicines. In both cases the aim is to supply good-quality products within particular niche markets, associated with strong brands and international potential.

Abigo's prescription medicines are our own products, which are also exported outside Sweden. The company works actively to expand the product range, both through its own R&D and through partnership agreements with other pharmaceutical companies.

Abigo's R&D portfolio includes projects with very exciting international potential, that have a niche focus and valid patents. Thanks to our intimate cooperation with leading researchers in the academic world, a small company like ours is well positioned to launch unique new products. Abigo recognises this area as an excellent potential source of growth, and has prioritised it accordingly.

Many small and medium-sized pharmaceutical companies lack the critical mass to establish themselves at the global level, and for this reason they look for partners for particular geographical markets. This trend gives the Abigo Group the capability to find new products through the network it has built up. Many large pharmaceuticals are continually fine-tuning their product range, selling off smaller, local products so they can focus on the international top-sellers. This gives Abigo the opportunity to strengthen its product portfolio.

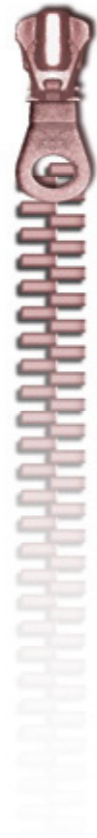


## Self care

**A**s our world becomes increasingly stressful, time is in ever shorter supply. Consequently, people need help more rapidly, more conveniently, but especially more efficiently, at various stages of their lives. For this reason, self care is an obvious, natural way to prevent problems before they become serious, and is also a quick and effective means of managing existing problems – everything from sleeping difficulties to iron deficiencies. So the need for products in the area of non-prescription medicines is huge.

We offer an extensive range of non-prescription medicines for a variety of needs, such as vitamins, minerals and laxatives. And ongoing R&D will result in the introduction of unique new products.

Since non-prescription medicines are often bought off the shelf where other similar products are displayed, we have taken special care to make our packaging clear and easy to recognise. Self care spans across a broad spectrum, so that our various products for wound healing can also be included in the self care product range.



Wound healing

**W**ounds of all types – regardless of what caused them – give rise to suffering and discomfort for huge numbers of people all over the world. If we can help reduce this, and facilitate the healing process, then everyone benefits. This is why one of our product areas, wound care and wound healing products, has come to be something of our trademark, our speciality.

Over many years, Abigo has developed a broad-based, in-depth knowledge in this product area, and the company has several unique wound healing products with documented effects (read more about the Sorbact range). We have a very active R&D programme, with accompanying clinical studies.

Since the wound healing products we work with require specialist competence and advanced production techniques, we decided to manufacture them in-house, in a modern production facility. This encourages innovation, where we can design new, more efficient machines to keep up with advances in product development. The need for wound care and wound healing is everywhere, not limited by geographical boundaries, which is why we have established collaborations with international partners, in order to ensure effective marketing anywhere in the world.



The Otovent method

**T**he Otovent Method is an excellent example of how Abigo's philosophy works in practice. Worldwide, many children suffer from fluid and negative pressure in the middle ear, which can cause significant pain and inflammation. Consequently there is a considerable need for help and relief in a niche which the large pharmaceutical companies have overlooked.

For a long time, Sven-Eric Stangerup MD, a Danish ENT specialist, searched for an alternative to the traditional treatment, the surgical placement of a drainage tube. He pioneered a modern development of an earlier method, Valsalva/Politzer. This was the origin of the ingenious yet simple Otovent method. At an early stage Abigo established a close cooperation with Stangerup for the continued development, clinical testing and worldwide marketing. Like so many other ingenious solutions, this one is very simple. By inflating a special balloon using one of the nostrils and then letting the air exit through the nostril, the negative pressure can be reduced through the Eustachian tube. The method is easy to check and children can execute it themselves.

Fifty percent of children, from an early age, achieve normalisation or a reduction in negative pressure in the middle ear. No negative effects have been observed in clinical studies or in reports from any of the more than 20 countries where children and adults are now treated using the Otovent method.



Sterile disposable instruments

**S**ylak, our wholly-owned subsidiary handles in-licensed products, mainly in the field of dermatology.

This is yet another example of Abigo's fierce entrepreneurial spirit in combination with a focus on health.

The field of skin care is expanding and is expected to show excellent growth in the future as well. Increasing numbers of people are having problems with their skin, and the cause of this increase can be medical, cosmetic and/or environmental factors.

For many years, Sylak has had a close cooperation with leading producers of dermatological products. As well as managing the marketing of their very well established skin care creams and solutions, we identified a niche in the surgical part of skin care and other surgery, a niche that had been overlooked: sterile disposable instruments for surgical interventions and sampling. The series of disposable instruments currently consists of skin punches and ring curettes, and is used mainly in dermatology, although we see a concrete, tangible expansion in the fields of gynaecology, paediatrics and general medicine.

To put it simply, our sterile disposable instruments are additional proof of Abigo's inherent creativity and entrepreneurship. With a focus on health.