



MAGAZINE

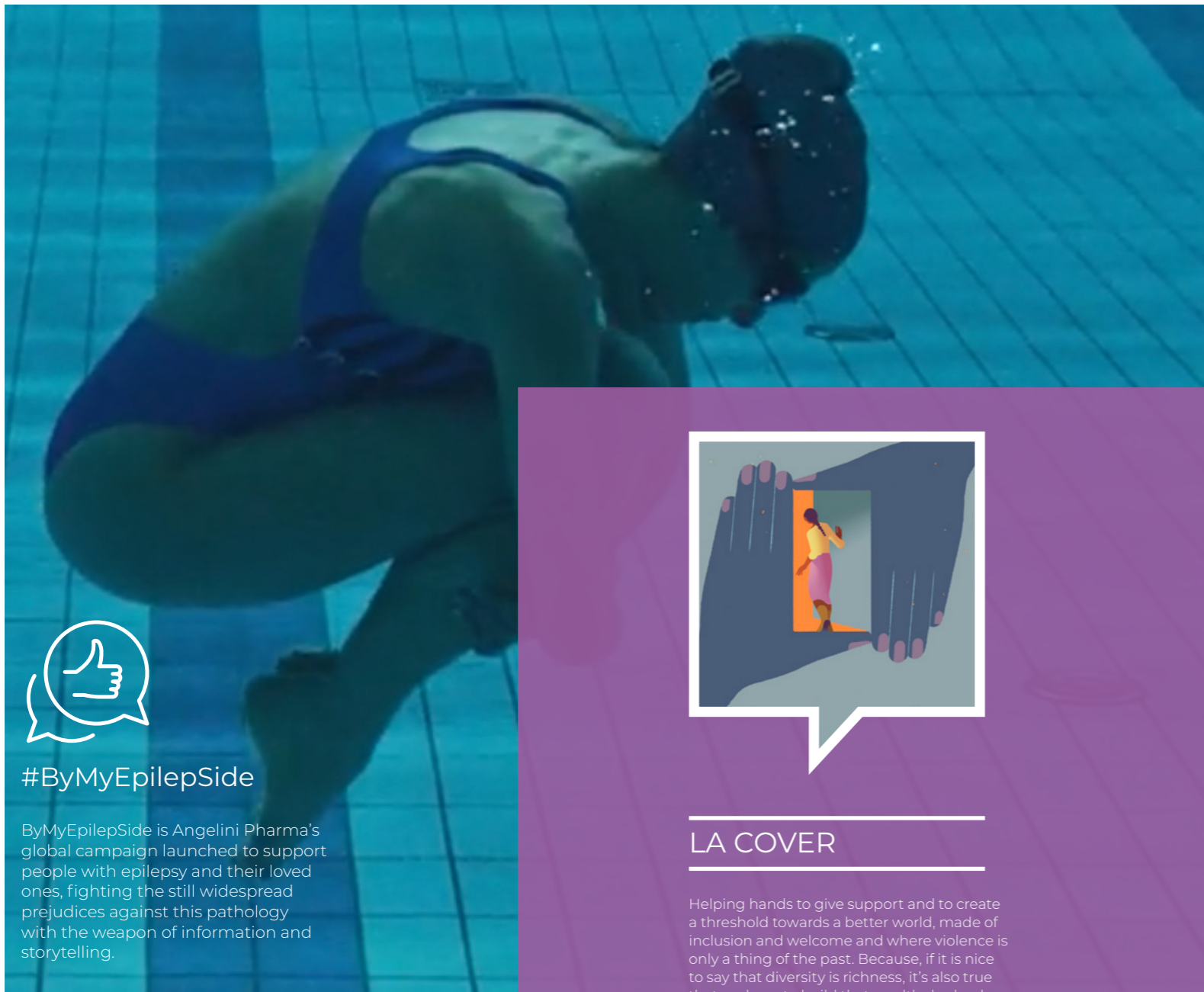
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BY ANGELINI PHARMA

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ISSUE / CARING WITHOUT BOUNDARIES

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#ByMyEpilepSide

ByMyEpilepSide is Angelini Pharma's global campaign launched to support people with epilepsy and their loved ones, fighting the still widespread prejudices against this pathology with the weapon of information and storytelling.



## LA COVER

Helping hands to give support and to create a threshold towards a better world, made of inclusion and welcome and where violence is only a thing of the past. Because, if it is nice to say that diversity is richness, it's also true that we have to build that wealth day by day, at work, in our families and in every social context that we help to design. Only by lending a helping hand we can concretely overcome prejudices and fears to achieve a future that is truly inclusive of everyone.



Editor in chief  
**Daniela Poggio**

Collaborators  
**Fabrizio Caranci**  
**Marilena Dima**  
**Lars Nicklarsson**  
**Jacopo Piana**

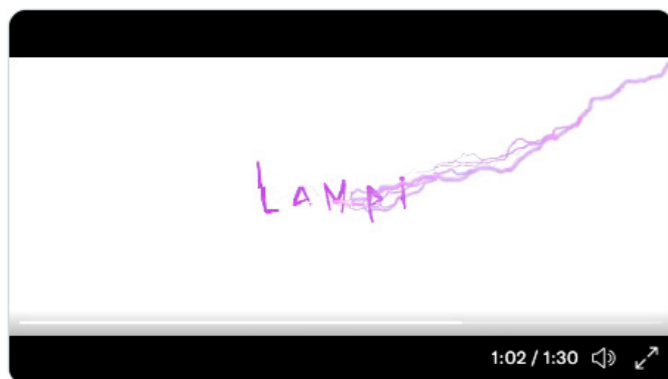
Editorial office  
**Claudia Carolina Blass**  
**Diomira Cennamo**  
**Barbara Nadine De Gol**  
**Luca Di Giandomenico**  
**Felicia Ridola**  
**Chiara Riga**



What is like to unleash flashes like Viola, the main character of #LampiShortMovie? Made by #AngeliniPharma and directed by @Paolofilmaker, the #shortmovie strengthens our mission in the fight against prejudices about #epilepsy. Watch the trailer!

#PurpleDay #ByMyEpilepSide

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# Diversity and inclusion: an asset for both people and businesses

By Pierluigi Antonelli, Angelini Pharma CEO

// **Valuing diversity and promoting inclusion are watchwords for any business that is successful on a human and business level. Such is the case for Angelini Pharma.**

The ability to value and promote diversity in all its forms as a source of ideas, points of view and multiple and innovative approaches is an essential element of any culturally evolved society that is capable of dealing with the increasing complexity of the world and of proactively adapting to change.

Valuing diversity and promoting inclusion therefore become the watchwords of any business that is meant to succeed first on a human level and then on a business level.

In the business context, the best companies, both in terms of staff well-being and performance, are those formed by diverse and balanced teams, where diversity and inclusion are their strategic levers for their sustained success.

For us at Angelini Pharma, a multinational company directly present in 25 countries, one of our greatest strengths is our distinctive multicultural work environment, which embraces a variety of talents and experiences. We have therefore recently drawn up a global policy on Diversity and Inclusion (D&I), which outlines

specific local and international strategies to consolidate our vision of diversity as a driver of innovation and an element of significant social and professional value.

Cornerstones of our D&I commitment include protection of family rights and gender equality. The latter is a particularly crucial issue for both our company and the community.

Gender equality is a fundamental human right and an essential ingredient of any prosperous, happy and peaceful society. It is no coincidence that the UN, in its 2030 Agenda, lists it in fifth place among the 17 universal goals for building a sustainable world.

Despite a growing awareness of this issue, a wage and career gender gap remains all too common.

In our company, however, the goal of achieving gender balance has been largely achieved: today, at an international level, women represent 48% of the company workforce and hold 40% of managerial roles.

## Point of view

These percentages are even higher in certain areas such as, for example, R&D (75%). Moreover, the gender pay gap, which still existed among Italian employees, has been almost entirely closed.

These results translate into improvement in our performance and, in turn, demonstrate the soundness of our strategy, motivating us to support our culture of diversity, inclusion and meritocracy at every level.

Combining the well-being and personal and professional growth of our employees with the achievement of increasingly ambitious goals is a must to ensure our company's sustainable growth.

At Angelini Pharma the gender balance has been achieved and is already giving concrete results, also in strategic and performance terms.

# Always by your side, like a strong embrace

By Luca Di Giandomenico, Global Internal Communications Specialist

// **March saw the launch of Angelini Industries' first corporate campaign, which, together with the new logo, heralds a new era for our industrial group.**

This is a new chapter in our Group's history that repositions Angelini as a robust and diversified industrial company that **supports people at all the times in their lives when they take care of themselves or their loved ones.** This is the heart of the corporate campaign launched by Angelini Industries to present the new brand identity launched in December.

The campaign shows how the new brand unites all of the companies in our Group – Angelini Pharma, Angelini Consumer, Angelini Technologies, Angelini Beauty, and Angelini Wines & Estates – and illustrates their approach to business inspired by shared values and purposes, which are encapsulated in the **Industry of Care** slogan.

"This rebranding is a crucial step in the strategic repositioning of our Group, now led by an industrial holding company that directs the strategies and investments of the companies operating in the various business areas," commented **Sergio Marullo di Condojanni**, CEO of Angelini Industries. "In this way, we have strengthened Angelini's identity

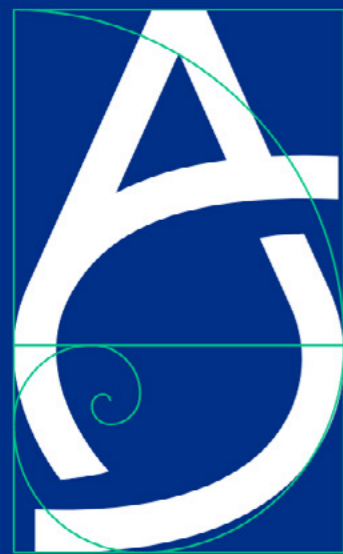
as a diversified and industrial multinational group. The ultimate aim of this new corporate identity is to accompany the Group on its path of harmonious growth, making the most of every company in the group."

The historic triangular trademark associated with Angelini over the last few decades has been replaced by an **open symbol that features curved lines** reminiscent of an embrace, conveying a sense of **inclusiveness and openness**, while emphasizing Angelini's dynamism.

To support this important repositioning process, Angelini Industries has unveiled the new brand to the general public with the **first corporate advertising campaign** in the Group's history, which began airing in Italy on 6 March on TV, the press, and digital channels. This campaign illustrates Angelini's multi-industry nature through iconic brands from all the sectors covered by the Group.

**"Always by your side, like a strong embrace"** is the headline of the campaign that becomes a narrative device: viewers are taken on a journey to discover how

the Angelini Industries Group is present in **people's daily lives**. Not only with the Group's best-known products, but also with many other goods and services in which Angelini Industries has invested over time and which have ensured its success in over 100 years of history. From Tachipirina to Lines, Amuchina, Pampers, Ace, Thermacare, perfumes, Bertani's great wines and Fameccanica's industrial technology, the common thread linking Angelini's diversified universe is a desire to **take care** of people and families in their everyday lives.



 Angelini  
Pharma

 Angelini  
Technologies

 Angelini  
Beauty

 Angelini  
Wines & Estates

 Angelini  
Consumer

 Angelini  
Investments

 Angelini  
Real Estate

 Angelini  
Academy

 Angelini  
Industries

 Fondazione  
Angelini

 Casa  
Angelini



# Valued for who we are.

## Angelini Pharma's D&I Journey

By Barbara De Gol, Global Patient Advocacy Specialist

// **Being more of an Employer of Choice every day also means creating an inclusive work environment that embraces all forms of diversity. We discussed this with Gaia Lucantoni, D&I Manager at Angelini Pharma.**

As in many other fields, the pandemic has created different challenges for our employees, with implications across gender, age group, and marital status. It has also accentuated needs that have long been evident, such as the necessity for society as a whole and for businesses to strive for rapid progress.

Over the past year, Angelini Pharma has created a structured approach to **Diversity & Inclusion**, with initiatives that confirm how much the company has always cared about people – not only those to whom it offers health solutions, but also those who, every day, make this possible. We discussed the subject with **Gaia Lucantoni**, Diversity & Inclusion Manager, to understand how Angelini Pharma is changing: a company that is increasingly focused on making its people feel

welcome and valued for who they are.

**Today, more than ever, inclusion is a key issue for companies, especially multinational corporations, where people from different cultural and geographical backgrounds work together every day. It is not always easy, however, to find the best ways to ensure that all forms of diversity are not only welcomed, but also valued. How did Angelini Pharma's journey begin in this respect?**

The journey began with Angelini Pharma's desire to increasingly become an Employer of Choice. In order to be so, it is essential to put all people, without distinction or prejudice, in a position where they can fully express their potential, guaranteeing them the

best environment to recognize, cultivate and reward merit and talent.

Moreover, according to the rules of the current economic context defined as TUNA ("Turbulent-Uncertain-Novel-Ambiguous") by Oxford University – evolving from the better known VUCA ("Volatile-Uncertain-Complex-Ambiguous") – fostering the interaction of different cultures and experiences among people to trigger participatory processes and develop innovative solutions is the new challenge to "stay in the game".

Innovation is needed, which requires the creation, management, and leveraging of diversity. Diversity of thought, approach, perspective, experience and mindset. Naturally, it was therefore essential for us to develop a structured D&I plan. The program arose from a fruitful synergy between the HR and Global Communications teams. The first step was the publication of a **Global D&I Manifesto**, which defines and formalizes our commitment to fostering an inclusive workplace based on our Values and Core Behaviors. The Manifesto defines a common framework for all the countries in which we operate, with the important basic assumption that all D&I initiatives must be introduced at the right time and in the right way ("**in the sweet spot**"), respecting the company



Feel valued  
just as we are



culture, with the aim of making it evolve without forcing it in a way that is counterproductive.

The second milestone was the launch of a **Global Survey** aimed at the entire company workforce to gauge perception and knowledge of D&I issues. We have always considered listening to our employees to be of paramount importance and in this case a fundamental basis for our work, since it is necessary for the development of action plans in line with identified priorities and focus areas.

**Embarking on a totally new path is challenging, but undoubtedly presents complexities. What are the main goals that you, as a D&I Team, have decided to pursue? And what were the first obstacles that arose and how were they addressed?**

The very first goal we set was to create knowledge and **awareness** among our workforce about D&I issues. We immediately launched a communication plan aimed at fostering a broad awareness of these issues, which includes a mix of news, talks, webinars and training sessions on different levels and channels.

The first step to **recognizing differences within an organization**, learning to accept them and respecting them is to gain awareness of our unconscious prejudices and internalized stereotypes, as well as of our closure to what is different. Moreover, we often associate Diversity & Inclusion with only a few aspects, such as gender differences, disability inclusion or LGBTQ+; in reality, it covers much more than that, embracing all the unique characteristics that we are fortunate to benefit from as a

multinational company.

It is certainly a challenge to spread these sensitive issues throughout our organization, with the right emphasis and without further impacting the schedules and minds of employees, who are already saturated and fatigued by these periods of overload, uncertainty and instability. We are therefore trying to effectively merge the D&I program with everything we already do, not only at HR level, without giving the impression that it is something extra.

To be clear, **inclusive culture** has long been promoted by our values and core behaviors. Now, with the D&I plan, we are merely emphasizing these nuances of uniqueness and inclusion by giving them a reason why. Another concrete example is the **inclusive marketing project** we are about to launch. With this project, we are striving to integrate inclusive guidelines into marketing campaigns so that we are also consistent in our communication with external stakeholders and society. In short, we are creating **D&I awareness** that underpins all the projects and initiatives we undertake within the company.

**The most important resource for ensuring a mindset change, such as that required by a successful D&I strategy, is people. How were the workforce, the "Angeliners", involved in the D&I project?**

I would start with the underlying principle behind how we do things, namely inclusion. We act by including all Angeliners with different methods of engagement. It sounds like a play on words, but it is founded on the principle that everyone, regardless

of their job title, has a role to play in creating a culture of belonging in which each individual can feel welcomed and heard. The heart of the work that we must do, both now and in the future, is to continually fine-tune Diversity & Inclusion policies, involving all stakeholders. **D&I must be shared** so that inclusivity is possible and tangible.

Clearly, we started by engaging leaders, who were the first to insist on and support a D&I program. They are the project's primary sponsors and are critical to the program's success, so we expect them to act as **Role Models**. There is increasing talk about the importance of gentle leadership: today's leaders must be empathetic and have the ability to make everyone in the organization feel unique and "part of the game".

Our employees felt a need to make their own personal contributions, expressing a desire to develop a new bottom-up strategy for diversity and inclusion and create a D&I team that operates internationally. We therefore created a D&I team, consisting of **D&I Champions**, led by me and supported by the entire HR team. The Champions are people who are passionate about D&I issues, strongly believe in these values, and have voluntarily chosen to help spread an inclusive culture within the organization. We have D&I Champions for each country to ensure that the program picks up steam and spreads. Certain initiatives have and will have a targeted focus on managers so that change is lasting and sustainable.

**A sensitive and receptive company culture in terms of**

**D&I helps establish fruitful and positive collaborations both inside and outside the company. Can you give us some examples of valuable D&I-related initiatives promoted internally and also with external partners? What are the next steps in this regard?**

One of the central themes in our D&I program is certainly **gender equality**, which we have been promoting for some time through periodic monitoring of certain KPIs such as representation on different levels and gender pay gap, as well as through the definition of policies and global rules to rebalance where necessary. We recently joined ValoreD, the first Italian association of companies that promotes gender balance and an inclusive culture, and this reinforces our commitment, guaranteeing reciprocal and positive sharing of best practices and expertise in Diversity & Inclusion, while always

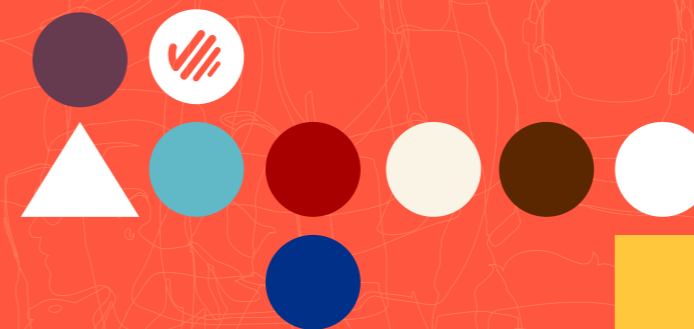
maintaining a focus on gender equality.

Thanks to ValoreD we are promoting activities such as meetings and training courses, inter-company mentorship programs, best practice sharing workshops and WebWorkshops aimed at spreading a **fair and inclusive company culture**. Furthermore, our CEO has just signed the Valore D **Manifesto for Women's Employment**, a nine-point policy document aimed at defining concrete tools to promote and include gender diversity within our company. As for the next steps, we would like to gain external recognition through several **gender equality certifications**. In particular, we are aiming for recognition of equal pay, since we are proud of not having a gender pay gap in almost all the countries where we operate and of having "neutralized" it during these last years, as well as of gender balance. Again, we pride

ourselves on being balanced at all organizational levels, in line with market benchmarks.

We would certainly like to strengthen external partnerships in all countries, so as to also contribute to social innovation projects.

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just as we are



# ByMyEpilepSide. Information and fiction for the people with epilepsy

By Diomira Cennamo, Global Editor & Owned Media Manager

// **A series of informative content and a new short film for Angelini Pharma's global campaign. The goal: to fight prejudice and stigma towards a condition that remains poorly understood**

There is still a lot to be said about epilepsy in 2022 if it is true that one in three people believe it is an untreatable disease, that the terms most commonly associated with it include fear and disability, and that two in three people would like to learn more about the condition and its development. Moreover, if it is true that three out of ten people would be afraid to communicate this condition to their colleagues, there is still much to be done to overcome the prejudice and stigma associated with the disorder.

This is why, in addition to its commitment to developing new therapeutic options to reduce the onset of seizures and improve patients' quality of life, Angelini Pharma has launched a **global campaign to raise awareness and provide information on epilepsy.**

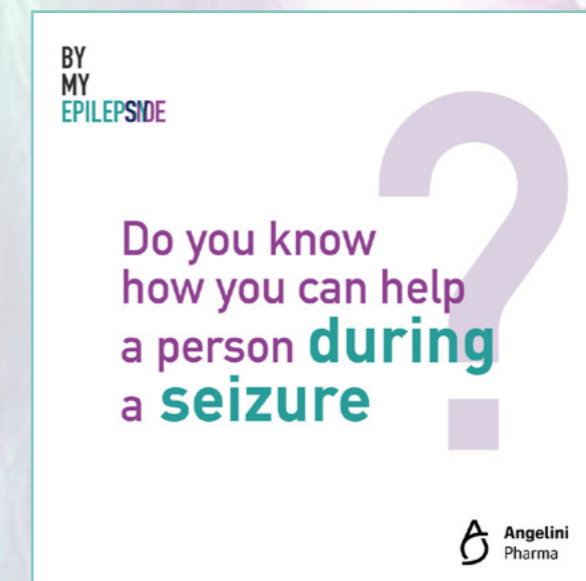
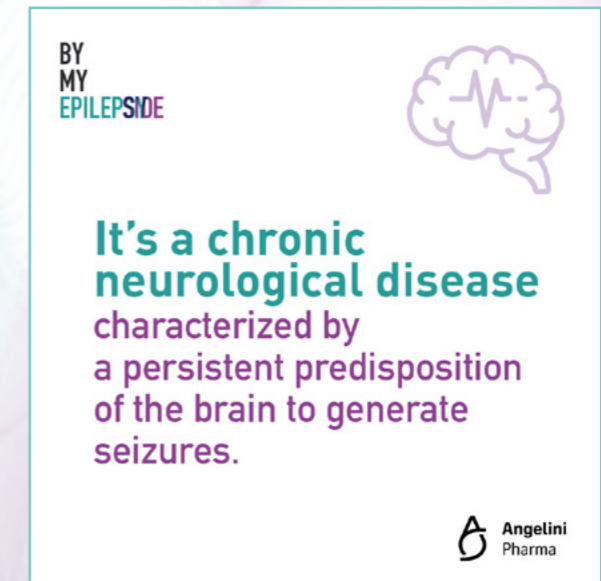
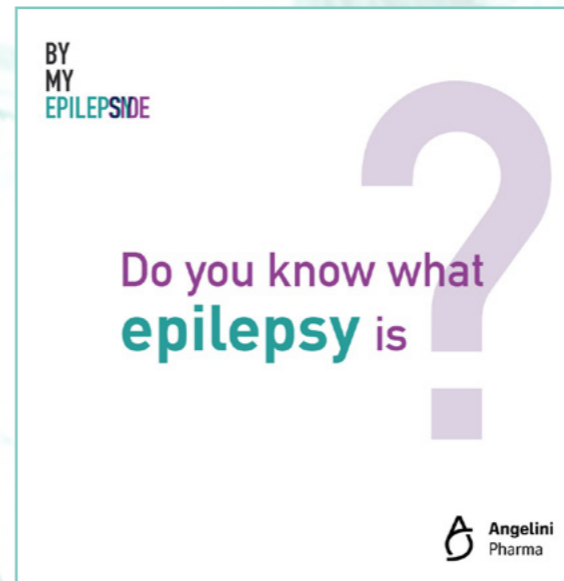
The campaign will be online for six weeks, from 14 February, the date of International Epilepsy Day, to 26 March, Purple Day, the two international days for raising awareness of epilepsy.

**#ByMyEpilepSide** is the slogan chosen for the campaign, playing with the words epilepsy and side, to highlight the dual nature that afflicts people with epilepsy when they experience a seizure and reveal another side of themselves, marking them both physically and psychologically.

It is also a declaration of Angelini Pharma's commitment to support patients and their loved ones, as well as an appeal to all of us to stand by those who suffer from this disease, which affects eight in a thousand people worldwide.

The campaign consisted of a series of informative and emotional posts published weekly on Angelini Pharma's global social media channels – Facebook, Twitter, Instagram and LinkedIn – and on those of the various countries where the company operates, translated into the relevant languages. Finally, *Lampi*, a new short film on the subject made with Angelini Pharma's contribution, has been announced for release in May.

■ ■ ■  
In addition to the development of new therapeutic options, it is also important to act on a cultural level through information campaigns and storytelling.



# A strategy with ancient roots and cutting-edge organization

By Lars Nicklasson, MA & PA Director Angelini Pharma Nordics

// **Planning that can achieve objectives while prioritizing patients: this is the key to Angelini Pharma Nordics' success.**

Focusing on patients, while skillfully using and updating a strategic approach that can be traced back to Ancient Egypt: these are the strategic guidelines of **Angelini Pharma Nordics**. Solid foundations and careful planning, but also the historical legacy and values of the entire Angelini Group.

In its strategic planning, Angelini Pharma Nordics is inspired by the Pyramid model: as with the construction of the pyramids in ancient Egypt, the strategy has been built on a solid and sustainable foundation.

The first step was therefore to establish a shared **Nordic Brand Platform** on which to build the vision, mission and direction of Angelini Pharma Nordics as a strong and reliable key player. A solid foundation and clear goals. In this regard, a prominent role was given to the **Public Affairs strategy**, the ideal second level

of the pyramid. Presiding over the public space to establish Angelini Pharma Nordics in the Scandinavian market as a Life Science Company committed to offering health solutions and focused on innovation. Innovation and digitalization are two important aspects, especially for a company operating in the Nordic market, where legislation allows access to a large amount of data. Further up the steps of our pyramid is the third level: our **communication strategy** based on the Nordic Brand Platform. This ensures that all communication is aligned with the brand promise, the brand experience and our behaviors. Internal and external communication is consistent with our goals.

At the fourth level is **how** our company's key messages are conveyed and adapted to the various stakeholders. At the top of

the pyramid are the actions taken by our Medical, Market Access, Marketing and Sales divisions to reach our patients.

Using this strategy, we expect Angelini Pharma Nordics to enjoy long-term success, much like the pyramids of ancient Egypt.



# Angelini Pharma Hellas launches the Zero Medical Waste project

By Marilena Dima, Angelini Pharma Hellas Corporate Communications Specialist

A concrete act in support of the environment and sustainability, as well as the correct management of medicines: these are the main goals of the **Zero Medical Waste** project, launched in recent weeks by Angelini Pharma Hellas. This initiative places Angelini Pharma at the center of a network that aims to involve its main partners (such as pharmacies and parapharmacies) in this joint effort

to avoid wasting medicines. The project was launched with a series of initiatives, such as designing a **special logo** to be printed on invoices and sending information letters to our stakeholders and partners. These initiatives were subsequently featured on Angelini Pharma Hellas' **social media** channels to promote the message. Corporate social responsibility

is at the heart of all of Angelini Pharma Hellas' activities: a vision that makes the UN's Sustainable Development Goals a true beacon, ensuring that sustainability, environmental protection and contribution to community development form part of the company's daily commitment.

# I see the Stars - Io vedo le stelle

// **Angelini Pharma Italia partners with LICE to promote awareness of epilepsy and break down the stigma**

By Felicia Ridola, Corporate Digital & Italy Communications Manager

Every year, **14 February** is **International Epilepsy Day**, recognizing a disorder that not only impacts health, but also daily life and interpersonal relationships, often leading to stigmatization of those who suffer from it.

This year, Angelini Pharma Italia chose this day to support the **"Io vedo le stelle"** (I See the Stars) campaign organized by the **Italian**

**League Against Epilepsy (LICE)**, aimed at encouraging people affected by epilepsy not to feel defeated by their condition, but rather to gain awareness that a better quality of life is now possible. **Umberto Guidoni** was the campaign's distinguished **ambassador**, an Italian astronaut who twice traveled in space aboard the Space Shuttle. Sponsorship of this initiative represents an important step

**in affirming Angelini Pharma's commitment to epilepsy** and demonstrates its desire to support patients in their journey, showing that those affected by this condition can enjoy a normal life full of opportunities.



# The world is changing and so are companies

By Fabrizio Caranci, Global Digital Medicines Executive Director

// **The last few turbulent years have accelerated organizations' digital transformation and Angelini Pharma has embraced this change to become a Digital First company.**

The last few turbulent years have accelerated organizations' digital transformation and Angelini Pharma has embraced this change to become a Digital First company.

Events linked to the Covid-19 pandemic have dramatically impacted our lives and changed the way we interact with others, leading us to replace physical contact with digital and remote communication.

Shopping activities have also shifted from physical to online channels, with growth in e-commerce and home delivery services.

This situation has also impacted our company, our production processes and the way we promote our products, highlighting the need for a cultural transformation towards digitalization.

Faced with these new challenges, we have made our **"Go Digital"** corporate strategic pillar a driver to accelerate business growth and expansion.

In particular, we have promoted a number of projects aimed at transforming and optimizing how we interact with physicians, pharmacies, patients, consumers and other key stakeholders.

With regard to pharmacies, we have created – with the aim of strengthening our leadership position and relationship with pharmacists – **Angelini Pharma PLUS+**, a phygital platform that offers pharmacists a wide range of services ranging from continuous training on our company's products and therapeutic areas to real-time monitoring of orders or shipments.

With regard to customer engagement, we have launched **D.A.M.A. - Digital Angelini Pharma Marketing Automation**, a program for developing and delivering personalized communications based on customers' changing needs; and **Angelini ID**, a single portal providing access to all of our company's online services

for physicians, pharmacists, and consumers.

One of our most notable internal projects is **D.N.A. - Digital Now Angelini Pharma**, a project designed to concretely promote digital culture among our employees, and **Go Green**, an initiative to contribute to environmental sustainability through the digitization of daily work activities, paving the way to a paperless future.

The heart of our online solutions for patients, physicians and caregivers is **Harmonia Mentis**, our Digital Hub for Brain Health, which offers high-level services and content while, more recently, we have begun to address the major topic of Artificial Intelligence, one of the most impactful trends in healthcare.

In particular, we aspire to harness the potential of **Artificial Intelligence** to address the needs of patients with epilepsy and their caregivers, as well as to



support physicians in choosing the best treatment for each patient. In this context, we are developing what may prove to be one of our most innovative and valuable online services: **OntoBot**, a chatbot "powered by Artificial Intelligence" that will offer specialists timely information on available treatments for epilepsy, dosages, drug interactions, and much more.

All these projects position Angelini Pharma as a "Digital First Company" and actively promote the shift "From Doing Digital to Being Digital".

■ ■ ■  
Faced with the new challenges of the post-pandemic scenario, our strategic pillar **"Go Digital"** stands as a fundamental lever of development.



Being data-driven means using data to the fullest to be more sustainable through energy efficiency.

Green



# When being data-driven means being more sustainable

By Jacopo Piana, Quick Algorithm Founder & CEO

// **Improving energy efficiency through intelligent data analysis: this is the principle behind Smart Energy Monitoring, the project launched at our Ancona office.**

The technological paradigm shift is certainly easier to recognize by looking at the past, rather than just the present. This is because new technologies, although “disruptive”, need time to spread, to reach their full potential and, above all, to be understood.

Today we are entering the new historical paradigm of the **Data-Driven Economy**.

Not all of us are aware of this change, but companies are becoming increasingly competitive in their use of data to streamline production and business processes and improve product quality.

**Being data-driven** also means making the best use of data to be more sustainable through energy efficiency.

The **Smart Energy Monitoring** project that Angelini Pharma launched in early 2019 fits within this new historical paradigm. With the goal of improving the energy efficiency of the Ancona facility through intelligent data analytics,

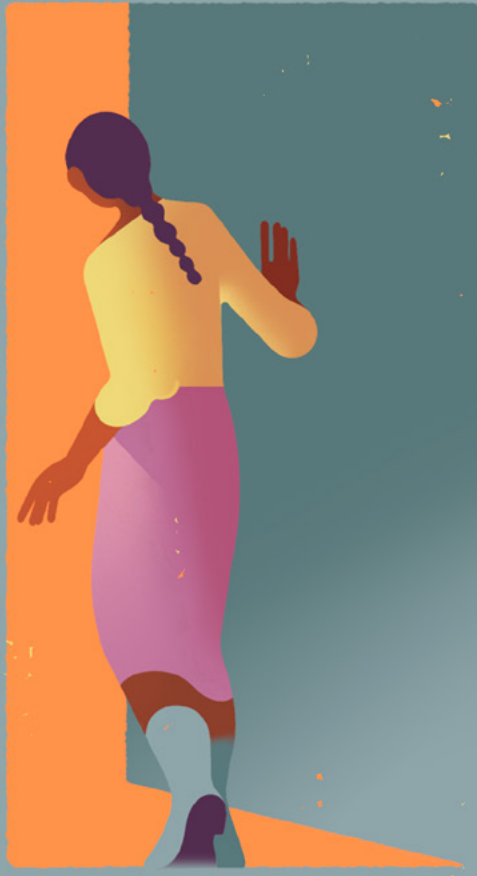
the company is embracing the momentous change underway through the use of cutting-edge software technologies based on **Artificial Intelligence (AI)** and **Machine Learning (ML)** algorithms, as well as data visualization and analysis tools. AI and ML, the driving force behind this new technology paradigm, enable more effective energy resource management by helping detect consumption anomalies and evaluate the performance of both machinery and entire plant areas.

Intellectual curiosity and a willingness to explore **new technological solutions** are the hallmarks of companies that are capable of playing a leading role in change.

The success of the Smart Energy Monitoring project testifies to



how these winning and far-sighted cultural aspects are firmly rooted in Angelini Pharma's **company culture** and, specifically, in the **Ancona team**, which is courageously opening the doors to its technological future.



 **Angelini**  
Pharma

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