

WHY ANIMALCARE?

Our relationship with key stakeholders

Strong Financial Platform

Establishing a strong financial platform is at the heart of our strategy and we set ourselves the target of identifying opportunities for revenue growth, improving cash conversion and reducing debt. Cash generation improved significantly during 2019, providing the funds we need to invest in growth.

Customer Relationships

With an agile business model, and strong brands in our core therapeutic areas, we work closely with our customers to support them as a trusted partner and to ensure we are aligned with their changing needs.

Partnerships

Animalcare offers access for companies and researchers seeking to commercialise novel and high quality pharmaceutical and OTC products to vets across Europe via our specialist sales organisations and strong third-party relationships; at the same time, we seek to commercialise our own innovation in markets outside Europe through best-in-class collaborations.

Organisation for success

We have continued to strengthen our leadership team and our capabilities across the organisation which is critical to our long-term success. As the veterinary market evolves with the introduction of corporate ownership of practices, we are continuing to build the right team and capabilities to work with this relatively new stakeholder group across Europe.



Read about how we create value for stakeholders in **Our Business Model** on [page 08](#)
 Read about how we engage with stakeholders in **Our stakeholders** on [page 10](#)

1.

European animal healthcare company operating in companion, equine and production animal markets



Read about our **Group at a glance** on [page 04](#)

2.

Product sales in 32 European markets through direct commercial presence and partnerships



Read about our **Group at a glance** on [page 04](#)

3.

Supporting the needs of veterinary professionals in our core areas of pain management, dental, dermatology, disease prevention, surgery and microchipping



Read about our **Business model** on [page 08](#)

4.

Developing a pipeline of novel and differentiated products from external and internal sources



Read about **Delivering our Strategy** on [page 12](#)

We benefit from great products, a well established distribution network and strong relationships. These enable Animalcare to ensure the long term viability of our organisation and economic sustainability.

