

## ASX/Media Release

### Pharma Sales High-flier Joins Genepharm

**10 September 2004, Melbourne:** Generic medicines pharmaceutical company Genepharm Australasia (ASX:GAA) has appointed former GlaxoWellcome sales and marketing director Keith Jeffs as Genepharm's new Director Sales & Marketing.

Keith Jeffs' 21 years with GlaxoWellcome was followed by roles with Sigma Healthcare Limited that included sales and marketing director and chief executive officer.

"Keith Jeffs is one of the top pharmaceutical sales specialists in Australia. The appointment of such a strong candidate in this position reflects the vital role of sales and marketing to achieve strong company performance," said Mr Dennis Bastas, CEO and Managing Director of Genepharm.

Genepharm is a generic pharmaceutical company developing a premium range of generic pharmaceuticals targeting new off-patent high value PBS (Pharmaceutical Benefits Scheme) pharmaceuticals.

"Australasia's generic pharmaceutical market is growing at 40 percent annually and Genepharm will soon have a solid foothold in this uplift," said Keith Jeffs.

Keith Jeffs brings 25 years experience in the healthcare industry and has successfully performed in senior management positions in sales and marketing, business development, government relations, corporate strategy and finance.

International exposure has been gained from secondments to London, Singapore and New Zealand. Qualifications include a Bachelor of Business, an MBA (University of Melbourne) and advanced training in leadership and change management.

His appointment begins from 1 October 2004.

#### **Inquiries:**

**Dennis Bastas**  
**Genepharm Australasia**  
**03 9699 2300**  
**0413 186 564**

**Rudi Michelson**  
**Monsoon Communications**  
**03 9620 3333**

#### About Genepharm:

Genepharm Australasia (ASX:GAA) is a specialist generic pharmaceutical company developing, distributing and marketing a premium range of generic pharmaceuticals in Australia and New Zealand. With its partnership with Europe's Genepharm SA, Genepharm Australasia has access to over 100 generic pharmaceuticals including 30 of the top 100 PBS prescription pharmaceuticals. The company has begun registration of 40-50 products in the next three years, securing distribution partners and building a strong marketing capability. Generic pharmaceuticals are expected to increase almost threefold to an estimated \$2billion in dispensed value by 2008. Genepharm Australasia listed on the ASX in June 2004.