

## Shanghai Pharmaceutical Group inks strategic cooperation with Novartis China

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### Responding to the urgent market demand for high-quality eye health solutions



Shanghai Pharmaceutical Group and Novartis, a global pharmaceutical giant, have officially signed a strategic cooperation agreement on a number of ophthalmic products in China.

In this cooperation, Novartis China will leverage the advantages of Shanghai Pharmaceutical Holdings' omni-channel integrated marketing services and extensive market coverage capabilities to accelerate the sinking of its mature anti-infective and glaucoma products to non-target market terminals, so that more patients can use high-quality drugs in a timely manner.

Relying on the brand influence and product advantages of Novartis China, and the excellent clinical effect and safety of these products, Shanghai Pharmaceutical Group has further improved its service system in the field of ophthalmology and strengthened its market competitiveness in the field of specialty drugs.

In recent years, there have been significant changes in ophthalmic diseases in China, and the high incidence of ocular infectious diseases and the problem of glaucoma prevention and treatment coexist, which has brought dual challenges to patients' health and social medical resources. Against this backdrop, the strategic cooperation between Shanghai Pharma and Novartis China responds to the urgent market demand for high-quality eye health solutions, which not only marks a new height in the strategic layout of both parties in the field of ophthalmology, but also becomes an important milestone in promoting industry change.

Li Yongzhong, Executive Director and Executive President of Shanghai Pharma, said, "Through the strategic cooperation with Novartis China, the two parties will give full play to the core advantages of Shanghai Pharmaceutical Holdings in channel management and terminal coverage, accelerate the extension of high-quality products such as Novartis Ophthalmology Preseption Eye Drops to a wider market through scientific supply chain integration and refined market layout, effectively improve the accessibility of drugs for grassroots patients, and demonstrate the common pursuit and excellent practice of both parties in the cause of medical inclusion."