



**T**he Actavis Group, with operations across five continents, is a leading developer and manufacturer of high-quality generic pharmaceuticals. Financially strong and profitable, Actavis has experienced the fastest growth in its field in recent years, now positioned as the fourth largest generic pharmaceutical company in the world.

The Actavis name, derived from Latin words meaning action (“acta”) and strength (“vis”), is new to the generic marketplace, originating in May 2004. However, Alpharma USPD, a subsidiary of the Actavis Group, has a history of developing and manufacturing products that spans more than a century. Until 1999, the Group consisted of only 146 employees and was focused on the Icelandic market. The integration of Amide Pharmaceuticals and Alpharma Human Generics in 2005 ranked Actavis in the top five of the largest generic manufacturers on the global market.

Currently comprising a workforce of over 10,000 employees in 32 countries, Actavis has a number of modern development and manufacturing facilities in Europe, the U.S., and Asia, in addition to an extensive network of sales and marketing offices. Its headquarters are located in Iceland, the U.S. base is in New Jersey, and European base in Copenhagen. The company’s plants produce a diverse range of medicines in various formulations, including tablets, capsules, injectables, suppositories, sprays, steriles, powders, oral liquids, and semi-solids.

### First-to-Market Strategy

Through its single-minded ambition to be the world champion of

**“Our strategy remains geared towards offering better and faster access to the latest generic products ahead of the competition.”**

—Robert Wessman, CEO/President

first-class generic pharmaceuticals, Actavis utilizes a winning strategy:

- *A challenger mindset, breaking new ground and identifying opportunities*
- *A wide range of first-class generics brought faster to the market*
- *An aggressive approach to battle costs*
- *Global power anchored firmly in local roots*

### Product Portfolio

Actavis offers one of the broadest product portfolios and strongest pipelines in the generics industry, enabling it to provide its customers with a wide range of affordable pharmaceuticals. The Group has products registered in more than 60 countries, more than 600 are currently on the market, and 200 are under development and registration. In this year alone, the company expects 30 abbreviated new drug applications (ANDAs) to be filed and anticipates the launch of about 150 products.

In January and February, Actavis introduced Loxapine Capsules, USP 5, 10, 25, and 50 mg and Cyclobenzaprine HCl 5 mg Tablets. In March, Actavis announced the release of Dantrolene Sodium Capsules 25, 50, and 100 mg, Hydromorphone HCl Tablets 8 mg, and Spironolactone Tablets 25 mg. Amantadine HCl 100-mg Capsules and Isradipine Capsules USP 2.5- and 5-mg Capsules, USP were both recently launched in April.

### What’s Ahead

Over the next several months, Alpharma USPD, Amide, and Purepac products will transition into the Actavis label design. The new packaging design will feature the same NDC numbers as current products, consistent and easy-to-read fonts, and a vibrant color-coding system to differentiate between products.

The Group remains committed to leading the consolidation of a still fragmented industry and to driving further expansion through innovative product launches, penetration of new markets, and regulatory approvals of new generic products. “We aim to advance organic growth and relationships with customers in existing markets,” notes Robert Wessman, the company’s President and CEO. Incorporating strategic acquisitions and intensive investment in the development of generic pharmaceuticals, Actavis is now positioned to take full advantage of future opportunities. ■

Established  
1956

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