

**Our focus:  
Healthy animals and  
satisfied customers**

*Because we care*

# Viva VetViva! Laying new foundations for the future

*Because we care*

In 2023 **VetViva Richter GmbH**, which is based in Austria, was founded as a **100 % subsidiary of Richter Pharma AG**.

With our many years of experience in the industry and our previous successes, VetViva will help us lay new foundations for the future.

As an **internationally operating company** that holds more than **700 medicinal product authorisations**, we export our products to more than **50 countries worldwide** and foster a close co-operation with veterinarians and long-standing distributors.



“With the establishment of VetViva Richter GmbH and the new production facility we are investing 35 million Euro into increasing the supply capacity of veterinary medicinal products. With high-quality veterinary medicinal products ‘Made in Austria’ we are contributing to improving the quality of life and the availability of medicines for animal patients.”

**Mag. Roland Huemer,**  
**CEO of Richter Pharma AG**



## Customer Centricity

**Why do we focus our attention on our clients?**

Because our mission is to respond to your exact needs to make your business a success.

Dear customers,  
everything we do here is focussed on you, the customer. That starts right from the product development stage, where we carefully align our medicines with product portfolios for selected indications. We really want to be the first choice for vets. Pinpoint accuracy and reliability are our watchwords when it comes to supplying our partners with our products, and they form the basis for all our partnerships. We want our customers to be inspired by – and gain the maximum benefit from – the technical expertise behind our product portfolios. With our expertise and committed staff, we can make an important contribution to increasing animal welfare, all the way from product development to product delivery.



**Mag. Andreas Asamer, MBA**  
**Managing Director, VetViva Richter GmbH**



**Dr. Bernd Follrich,**  
**Managing Director Operations, VetViva Richter GmbH**





# Our goal: Happy animals and satisfied customers

## *Because we care*

At VetViva we put you – our customers and your animal patients – at the heart of what we do.

With our four guiding principles '**Customer Centricity**', '**Creating Products**', '**Creating Competence**' and '**Creating Business**' we pursue our goal with passion and dedication.

By developing and providing products, building and sharing competences with you as customers, we create a solid foundation for success that is both mutual and sustainable.



### Customer Centricity

Meeting our customers' needs is our motivation, our benchmark and our goal. That is why we put the customer at the heart of everything we do.



### Creating Products

VetViva is an innovative developer and manufacturer of animal health solutions.



### Creating Competence

VetViva expertise helps business partners, corporate groups and veterinarians to maximize the product value.



### Creating Business

With our understanding of market and product positioning we work together with our partners to create mutual success.







## Creating Products

**As a developer and manufacturer of veterinary portfolios, why do we believe in innovation?**

Because one aspect that makes our products successful is that we are constantly developing them.

# Our mission: Animal health

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We are convinced that **every animal has the right to a dignified life, free from pain and suffering.** To achieve this goal, we consistently strive to sustainably develop and produce special solutions for animal health that go beyond the scope of generics.

In doing so, we are making a contribution towards improving the quality of life of animal patients in more than **50 countries.** That is why we chose a name that reflects our mission: **VetViva** as a symbiosis of 'Vet' and 'Viva' combines veterinary medicine with the exclamation '**Viva**' meaning '**live a long life!**'



# Our plus: Specialised knowledge in selected indications

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While VetViva products, for the most part, are **generic veterinary medicines**, our product development puts the focus on '**generic +**':

Unlike pure generics, our products provide an added benefit. For example, by **improving the method of administration** or the **marketing authorisation for additional animal species**, by offering alternative pack sizes, **shorter withdrawal periods, improved formulations or new indications.**

### Our core competences:

- ✔ In-house product development
- ✔ Manufacturing of special solutions for animal health
- ✔ Experience in international authorisation processes
- ✔ Specialisation in selected indications
- ✔ Proprietary product knowledge
- ✔ International network of partners & export to more than 50 countries worldwide

### VetViva – First choice in animal health for selected indications:

- ✔ Pain management
- ✔ Anti-inflammatory
- ✔ Euthanasia
- ✔ Sensory Organs
- ✔ Cardiovascular system
- ✔ Urinary tract
- ✔ Gastro-intestinal tract, endocrinology and metabolism
- ✔ Feed supplements





## Creating Competence

### Why do we want to offer our expertise to help you as a veterinarian?

Because we are convinced that every animal has the right to a dignified life, free from pain and suffering.

# Your benefit: Our know-how

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Our knowledge enables us to **help veterinarians**, distribution partners and members of a corporate group successfully use and/or market our products in a simple, quick and cooperative way.

**Good customer relationships** are our top priority. As **a dependable partner** of equals, we are able to assess what measures we can employ to support you with **our knowledge in product management, veterinary technical support and marketing.**



### Our offer:

- ✔ Specialist advice about our products from a highly trained sales team
- ✔ Answers to technical questions about the use of our products, by the veterinary experts of our veterinary support team
- ✔ Product training, further training and editorial articles written by experts on selected indications
- ✔ Rapid and straightforward answers to your questions by the sales and customer service team
- ✔ Easy ordering options: personally, by phone or online
- ✔ Support of our international distribution partners with regard to logistics, transport and export
- ✔ [www.vetviva4partners.com](http://www.vetviva4partners.com) – the communication platform and knowledge database for our distribution partners to promote optimal marketing of our products



## Creating Business

### Why can we guarantee that our clients will be successful?

Because our veterinary know-how is paired with a broad understanding of the market.

# Our promise: Collaboration

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At VetViva, success is not a one-way street. That is why we always **look at the market through the eyes of our customers** in order to better understand local market conditions and individual requirements.

**As a company with an international outlook**, we work together with **distribution partners** all over the globe with whom we have built up a close and long-standing collaboration.

In **Austria, Bulgaria, Romania** and **Slovakia** we distribute our products both via wholesalers and also directly to veterinarians. In these markets we concentrate on recognising the needs of the veterinarians and supporting them with our product portfolio and know-how. In doing so, we can maximise the therapeutic benefit offered by our VetViva products.

Furthermore, in these direct markets we supplement our own range of medicinal products with **exclusive distribution products**: In addition to medicinal products covering an even broader range of indications, this includes complementary feed and care products for companion animals, livestock and horses.



The VetViva Team works proactively with the different stakeholders (Business partners and Veterinarians) to understand the needs of the market and adapt our offer accordingly, ensuring the availability of the right therapeutic tools that will lead to the successful treatment of the veterinary patient.

**Dr. med. vet. Ignacio Lanza, MBA**  
**Head of Sales, VetViva Richter GmbH**





# We offer: New perspectives

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As a customer-oriented enterprise we ensure that we are able to supply our customers with innovative, high-quality products and guarantee the best service. It is also particularly important to us that our employees feel appreciated, contribute their own individual strengths and are given the opportunity to continue to develop.

**Our employees are our factors of success!**

We firmly believe in this.

Our corporate values define our attitude and our day-to-day business: because **courage and a driving force, loyalty and responsibility, appreciation and transparency** are values that we live by together. Everywhere at VetViva.



## Our areas of expertise

- ✔ Pharmaceutical production
- ✔ Quality control & assurance
- ✔ Sales & marketing
- ✔ Regulatory affairs
- ✔ Pharmaceutical and clinical development
- ✔ Consulting services for veterinarians

## Social benefits for our team

- ✔ Professional onboarding
- ✔ Up to 40% home office including technical equipment
- ✔ Flexible working hours
- ✔ Development and further training opportunities
- ✔ Health promotion measures
- ✔ Employee discounts
- ✔ Food coupons



**Apply now and find your job!**

More information and vacancies can be found here:  
[www.vetviva.com/jobs](http://www.vetviva.com/jobs)

# Our aspiration: Towards a sustainable future

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Our environment and a **worthwhile future for the next generations** are a priority for us.

That is why we do everything we can to make an important contribution to society together with our employees, suppliers and customers by also setting ourselves the global aim of **a sustainable and environmentally friendly development**. In this regard it is particularly important to us to continue to further reduce the carbon footprint of our products and services. We achieve this by constantly questioning our consumption and production processes and

optimising them in a sustainable manner. By implementing these measures we can ensure together that we can **reduce CO<sub>2</sub> emissions** and become more environmentally friendly wherever this is possible and expedient. After all, we are convinced that the **health of humans, animals and the environment are inextricably linked to one another** and that we cannot simply view these individual areas in isolation. This is the only way we can do the things that are both right and important, now and in the future.

## Ambitious goals\* of our program by 2025:



Reduction of our CO<sub>2</sub> emissions by -25%



Reduction of waste by -10%



Additional goals in employee protection, as well as good health and well-being for our employees



Continued expansion of support of regional & social projects

\*) Based on selected SDGs (Sustainable Development Goals of the United Nations)





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