



SERIALIZATION: AN IMPORTANT STEP IN THE FIGHT AGAINST COUNTERFEIT DRUGS

The counterfeiting of drugs and their distribution through parallel channels is a phenomenon that is widespread and extremely dangerous, as well as illegal.

The response of the US and European political and regulatory authorities to this problem is *serialization*, namely the assignment of a unique serial number to every product pack in the form of a bar code containing its production data and batch number, which cannot be altered or tampered with. This code, in addition to ensuring the authenticity of the product and the safety of the drugs, and is the key to achieving the uninterrupted traceability of the product.

Thanks to the commitment and dedication of its people, who for months studied and pooled their skills in order to reach an outstanding result, IBSA is already in a position to comply with the new directives, which will enter into force at the end of 2018 in the USA and in February 2019 in the EU.

Responsibility, a vocation for innovation, attention to quality and a focus on the healthcare of patients are the values that guided the company during this process; and they are same values that drive everything they do, every day.