



**SANOFI**

# Defining Pharmaceutical lobbying

Pharmaceutical lobbying is the set of measures implemented by manufacturers in the sector to influence political or public health decisions. As an actor in public health debates directly interested in developments in the drug market, the pharmaceutical industry is involved in several political debates and activities. It behaves like a pressure group or lobby. The strictly political activities of the pharmaceutical industry are only one of the many aspects of the influence of this industry which are criticized.

# About SANOFI

- + Sanofi is a French pharmaceutical group that has been transformed through successive acquisitions, in particular when it merged with the Franco-German group Aventis to become Sanofi-Aventis in 2004, renamed Sanofi in 2011.
- + Sanofi is dedicated to supporting people through their health challenges. We are a global biopharmaceutical company focused on human health. We prevent illness with vaccines, provide innovative treatments to fight pain and ease suffering. We stand by the few who suffer from rare diseases and the millions with long-term chronic conditions.

# World Market

**TURNOVER**

EUR 36.04 billion

**NET PROFIT**

EUR 12.3 billion

**R&D EXPENDITURE**

EUR 5.9 billion

# SANOFI lobbying strategy

IN-HOUSE

ASSOCIATION



CONSULTANCY

SANOFI

# In House

- Has 8 declared in house lobbyist employed in Paris.
- Has 2 lobbyists with EP accreditation.
- Ms Clara ZACHMANN
- Mrs Milena RICHTER
- Spends 1,000,000€ - 1,249,999€ per year on lobbying (2019).

# Via Consultancy

## Consultancy companies:

- Acumen
- Edelman
- HIMSS Europe

# Via Association

Organization	Group contribution in 2016	Group contribution in 2017*	Group contribution in 2018	Group contribution in 2019	Group Contribution in 2020
<b>European Organizations</b>					
<b>EFPIA**</b>	Sanofi: €620,000 Genzyme: €202,000	Sanofi: €582,000	Sanofi: €619,000	Sanofi: €784,560	Sanofi: €881,122
<b>EFPIA / Vaccines Europe**</b>	Sanofi Pasteur: €133,000	Sanofi Pasteur: €133,000	Sanofi Pasteur: €133,000	Sanofi Pasteur: €132,925	Sanofi Pasteur: €149,000
<b>EBE</b>	Genzyme: €20,000	Sanofi: €24,000	Sanofi: €24,000	Sanofi: €24,200	-
<b>AESGP</b>	Sanofi: €60,000	Sanofi: €60,000	Sanofi: €60,000	Sanofi: €70,000	Sanofi: €70,000
<b>EuropaBio</b>	Genzyme: €60,000	Sanofi: €100,000	Sanofi: €103,000	Sanofi: €104,599	Sanofi: €11,000
<b>French organization</b>					
<b>LEEM</b>	€2,150,000	€2,150,000	€2,150,000	€2,150,000	€2,150,000
<b>German Organization</b>					
<b>Vfa</b>	€997,000	€939,000	€975,000	€1,190,000	€1,165,000
<b>UK Organization</b>					
<b>ABPI</b>	£952,800.10	£900,776.97	£987,030.35	£949,515.29	£963,345.08
<b>Italian Organization</b>					
<b>Farmindustria</b>	€538,301	€526,306	€539,212	€480,439	€507,521
<b>Spanish Organization</b>					
<b>Farmindustria</b>	€417,026	€425,890	€503,943	€708,079	€533,895



# Objectives

- Market introduction of new drugs (prescription, vaccines, generics, etc.)
- Securing your place as a leader

By:

- Influence legislation on public health and research
- Promoting products by influencing public health actors (doctors, pharmacists, etc.)

# Purpose of lobbying for Sanofi

conferences and summits in which many "experts" close to their interests speak

Fight against use of tool for equitable prices for COVID-19 treatments

Trade Agreements

# Latest Meetings

Number	Representative	Portfolio	Date	Subjects
1	Commissioner Thierry Breton	Directorate-General Internal Market	16/11/2020	Pharmaceutical manufacturing in the EU
2	Commissioner Thierry Breton	Directorate-General Internal Market	13/10/2020	Pharmaceutical manufacturing in the EU
3	Commissioner Thierry Breton	Directorate-General Internal Market	25/05/2020	Perspectives on the fight against COVID- 19
4	Commissioner Thierry Breton	Directorate-General Internal Market	06/04/2020	Digitisation of healthcare and innovative e-health solutions.
5	Annika Nowak	Directorate-General Health	21/02/2018	Supplementary Protection Certificates
6	Lucie Mattera	Directorate-General Economics & Tax	25/01/2018	European patent protection

# Success

- + (2020) Sanofi will have entered into three agreements for a total of 460 million doses of SARS-CoV-2 vaccine. The European Union announced an agreement in principle for the supply of 300 million doses of the most advanced vaccine candidate from the French laboratory, a product using technology, already tested.
- + (2019) Sanofi announces that the European Commission (EC) has approved a new indication for Praluent (alirocumab), to reduce cardiovascular risk in adults with atherosclerotic cardiovascular disease

**Thank you for listening**