

pharma& REMEDY REVIVALISTS



pharma&



pharma&'s 7,000m²
secondary packaging
facility in Scheibbs, Austria.
Operations began in
September 2025.

ALIVE WITH THE ENTREPRENEURIAL SPIRIT OF ITS FOUNDERS,
pharma& IS BREATHING NEW LIFE INTO PROVEN MEDICINES.

Remedy Revivalists

PROJECT MANAGED BY:
JEREMY DAVIES

While they both have an extensive background in the pharmaceutical industry, Frank Rotmann and Elmar Zagler boast different skillsets. However, as the Co-Founders & Managing Directors of pharmaand GmbH (pharma&) have come to learn, their specialisms make for a powerful partnership.

“Elmar and I,” Frank says, “are a little bit knife and fork. He is more experienced in the finance and distribution side, while I focus more on marketing and products. They are complementary skills that – when combined with our industry experience and extensive contacts – have helped us to establish pharma& as a real industry force.”

pharma& was founded in Vienna, Austria, in 2017 with a simple goal: to breathe new life into proven medicines. Having met at Nycomed, before working at Merus Labs - a specialty pharmaceutical company focused on acquiring and optimising legacy and growth products - Frank and Elmar used their learnings to inform their new venture. >>



Frank Rotmann,
Founder & Managing Director,
pharma&
<<



Elmar Zagler,
Founder & Managing Director,
pharma&
<<

“Merus taught us how to manage a small partnership-based business, while mine and Elmar’s experiences with Big Pharma had shown us how to launch and commercialise products,” Frank comments.

“We brought those two aspects of our experience together when we formed pharma& – a buy-and-build platform intended to save and optimise long-forgotten off-patent pharmaceutical products.”

A PORTFOLIO OF ESSENTIAL MEDICINES

Initially funded with the pair’s own money, pharma& soon drew the attention of investors. Growth came quickly over the next few years as pharma& built a portfolio of essential medicines, including those focusing on oncology and haematology.

Today, the full pharma& portfolio, with global and region-specific availability, features Anafranil®, Androskat®, Asacol®, Dridase®, Emselex®, Euphyllin®, Faktu®, Farydak®, Levact®, Rubraca®, and Pegasys®. Acquisition of the latter occurred in 2021, marking a major inflection point in the company’s history.

“We were used to keeping very niche, off-patent products alive, but when we stumbled across Pegasys, we quickly realised it was not the usual suspect. Distributed worldwide, the product is an immunostimulant used to treat chronic hepatitis B & C, but with huge potential in rare haematological diseases,” Frank explains. “Pegasys has fuelled the company’s success, shifting us more towards specialty care and away from our initial buy-and-build platform.”

“When Pegasys came on board, it really changed our world,” adds Elmar. “Suddenly, we became relevant to patients, and we had to solve various production issues caused by the active pharmaceutical ingredient no longer being produced.”

After bringing Pegasys on board, pharma& set up its own biotech factory outside Vienna, Loba biotech GmbH. As of February 2025, the facility was Good Manufacturing Practices (GMP) certified and is now actively supplying European and other markets. Soon, it will supply the rest of the world.

“ALONGSIDE EFFORTS TO ESTABLISH OUR OWN FOOTPRINT IN THE UNITED STATES AND EUROPE, WE RELY ON CLOSE AND COLLABORATIVE PARTNERSHIPS TO BRING OUR MEDICINES TO MARKET.”



AGILE AND ADAPTABLE

pharma& has remained agile and adaptable in its growth thanks to a diverse team of nearly 400 industry experts. The people side of the business is not something that pharma& takes for granted – on the contrary, the organisation sees its carefully chosen employees as tone setters for the company’s entrepreneurial culture.

“We don’t hire positions, we hire people,” Elmar declares. “Early on, Frank and I did a lot on our own, but we were always going to need support.”

“We might be in managerial positions, but we know how this industry works from the bottom up, so we try to encourage the entrepreneurial values of hard work, innovation, and initiative in our workforce,” Frank reports. “As we have grown, >>



^
Loba biotech GmbH, a wholly owned subsidiary of pharma&, is an operational active pharmaceutical ingredient manufacturing plant in Fischamend, Austria.

it has been important that our people engage with our mission to save proven medicines and give them new life.”

By saving medicines, pharma& is, in turn, saving patients. Without products like Pegasys, which would no longer have been available globally before pharma&’s acquisition, patients would no longer potentially benefit from this medicine. With this in mind, and a critical mission at its heart, pharma& is now a fully integrated company, offering in-house research and development, manufacturing, distribution through its global partner network, direct engagement with healthcare providers, and patient safety and access services.

“Two years ago, pharma& underwent another change when we acquired the PARP inhibitor, Rubraca, a still patent-protected, promotion-sensitive oncology product,” says Frank. “This led to the fact that we now have our own Commercial and Medical team footprint in the five big European markets and in the United States.”

“Alongside efforts to establish our own footprint in the United States and Europe, we rely on close and collaborative partnerships to bring our medicines to market,” Elmar says. “Beyond our own affiliates, as of summer 2025, we are present in around 70 markets worldwide, through exclusive distribution partnerships.”

“WE HAVE BEEN GROWING NICELY BY LOOKING INTO OPPORTUNITIES & RELENTLESSLY PURSUING THEM.”

The complexity and attention to detail with which pharma& approaches its work continues to win the company new partnerships. For instance, in the United States, pharma& has invested in a joint venture with Summit SD and Heritage Specialty Pharmacy to support distribution and service provision.

“Thanks to our relationship with Summit and Heritage, we have a foot in the door of the US market,” Frank states.

“Much of our supply chain/sourcing is handled by contract manufacturers, but we also produce items in-house,” Elmar remarks. “Most recently, we set up a secondary packaging site to give us more flexibility and

pharma& secondary packaging facility in Scheibbs, Austria.



Loba biotech GmbH features a 2,500 square meter production facility and a 1,300 square meter quality control laboratory.

control over additional areas of the supply chain.”

STRONG SENSE OF PURPOSE

pharma&’s strong sense of purpose, and the company’s success in saving numerous medicines, has earned the business admirers across the pharmaceutical industry. The positive response from the community is a source of great pride for Frank and Elmar, driving them to achieve even more with pharma& in the future.

“Even physicians have thanked us for saving some products from being removed from the marketplace,” Frank points out. “It makes us want to execute our future plans, growing as we search out more products under scrutiny that we can save.”

Clear in what it wishes to achieve, pharma& is prepared to enter the second half of the decade with the same zeal and ambition that has inspired its rise.

“We have been growing nicely by looking into opportunities and relentlessly pursuing them,” Frank asserts. “Sometimes we don’t know where the journey will end – for instance, we are exploring the compound satraplatin, initially investigated as a prostate cancer treatment that actually may work better for haematological diseases. However it plays out, we are taking these safe, proven medicines, and giving them new life.”

“At the same time,” Elmar concludes, “we are further developing our existing portfolio. For example, we continue to develop our haematologic franchise focusing on Interferon.

“At pharma&, we have the freedom to pursue our instincts, acquiring the companies and products that truly fit our ecosystem. Best of all, we have fun doing what we do. We are entrepreneurs, after all. We want to leave footprints and build something to last.” ☺

pharma &

pharma&

WWW.PHARMAAND.COM



PRODUCED BY:

CEO
MEDIA GROUP
WHERE INSIGHT MATTERS