



Social Responsibility



# Social Responsibility



The BIAL Group's mission is to find and supply therapeutic solutions in the health area. Our goals are to try and improve people's quality of life by finding therapeutic solutions to treat a wide range of diseases.

The culture of the BIAL Group is driven by the desire to achieve sustained growth for the Group while actively contributing to the development of society and the economy.

BIAL's social responsibility policy is an integral part of the Company's management practices and pervades the relationship with its various publics. It involves several areas: policy for managing people; quality and environmental protection policies; initiatives to promote/support scientific research, and signing up to humanitarian causes and social organisations throughout the world.

We are not alone in this mission. Over the past few years BIAL has allied itself with a number of bodies and organisations which have shared our vision of cooperating to build a more responsible and sustainable planet. We are a member of the Global Compact. This is an international initiative to promote the sustainable progress of the world economy, uniting companies, governments and civil society. We are also a signatory to "Caring for Climate", a declaration by the members of the Global Compact, which sets out to promote solutions for the climate problems afflicting the world.

The Group is also a member of the consultative council of EPIS – Businessmen for Social Inclusion. This association was created in 2006 and its action is focused on education, with special emphasis on tackling failure at, and dropping out of, school.







Innovation in health

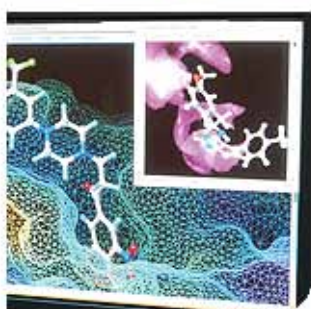


# Innovation in health

We want to be “caring for your health”, and so we see research into new therapeutic solutions as a strategic commitment of the Company. We believe that in order to serve the interests and needs of everyone we should not constrain the production and supply of medicines. We must go further.

To be able to do more for the development of mankind we feel we should discover, invent, and actively contribute to the treatment of the many diseases that human beings suffer. Living every day in a spirit of creativity and invention, within a highly professionalised business model, involves our employees, our shareholders, our customers and our suppliers in the BIAL project. There is a feeling of satisfaction and sharing, which everyone finds rewarding.

The BIAL Group invests over 20% of its turnover in research and development (R&D); in recent years this investment exceeded 40 million Euros. The Group’s R&D projects are developed in its two R&D centres in Trofa, Portugal, and Bilbao, Spain. These centres employ 120 people of 9 nationalities, of whom 32 have PhD. BIAL’s research focuses mostly on the central nervous system, the cardiovascular system and allergic immunotherapy, and the aim is to further therapeutic development and put products on the market that improve people’s quality of life.







# Innovation in health

We have patented several new drugs worldwide in the past few years. In 2009 we launched onto the market the first medicine researched and patented in Portugal, a drug to treat epilepsy, and thus put Portugal on the world map of therapeutic innovation.

BIAL group R&D projects are carried out in close partnership with several other institutions and research centres. Some of our collaborators are:

- AIBILI – Association for Biomedical Research
- Centre of Neuroscience, Lisbon Faculty of Medicine
- CNC – Neurosciences Centre, University of Coimbra
- Faculty of Science, University of Porto
- Faculty of Science, University of Lisbon
- School of Biotechnology, Catholic University
- IBET – Institute of Technological Experimental Biology
- IBMC – Institute of Molecular and Cell Biology
- Abel Salazar Institute of Biomedical Sciences
- Institute of Health Sciences Research, University of Beira Interior
- Technological and Nuclear Institute
- Faculty of Pharmacy, University of Coimbra
- Faculty of Pharmacy, University of Porto

These partnerships also include the participation of various employees in training programmes, scientific meetings, consultancy and bodies in a number of university and research institutes - an example of BIAL working closely with universities that has characterised the Group's operations.

In recognition of our commitment to research and development, BIAL has been admitted to the European Federation of Pharmaceutical Industries and Associations (EPFIA), the respected federation of leading research firms in the European pharmaceutical sector.

In BIAL, we feel we have to contribute actively to Portugal's economic and social development by fostering the construction of a society founded on the pillars of knowledge, competitiveness, cooperation, science and innovation. BIAL is a founder member of and is associated with the Health Cluster Portugal, a pole of competitiveness in health whose mission is to make Portugal a competitive player in the research, design, development, manufacture and marketing of health related products and services.







The people



# The people

The human factor is a priority in the BIAL Group's management policy. The results yielded by R&D in the area of new drugs, and products for immunotherapy, in the quality of our products and their technological development, in the sphere of marketing and improving services to the community, are the responsibility of the entire BIAL team. We believe that our employees are the cornerstone of the Group's success that is today recognised by public and private institutions alike, as a benchmark in the labour market.

The BIAL Group has consistently and steadfastly created job opportunities. In 1995 BIAL employed 250 people. Today the Group has 878 employees.

BIAL's commitment to people is also reflected in the quality and qualifications of its employees. BIAL is proud of its extremely exacting selection and recruitment procedures, as it strives to attract, choose and retain skilled workers, with the best qualifications. This stringency is proved by the percentage of employees with higher education degrees – more than 71%.

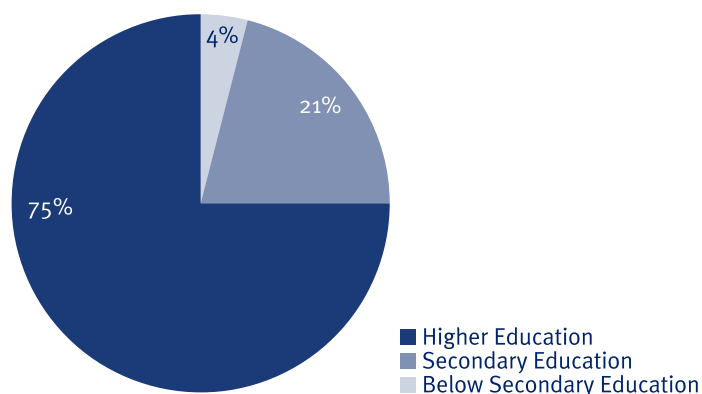
The challenges we face are stimulating and fascinating. In BIAL, our strategy is forward-looking, without ever losing sight of the basic principles that any company has to follow if it is to be socially responsible.

We would like to mention some situations that show how BIAL operates in a way that enables it to target sustained growth allied to respect for society and for human beings.

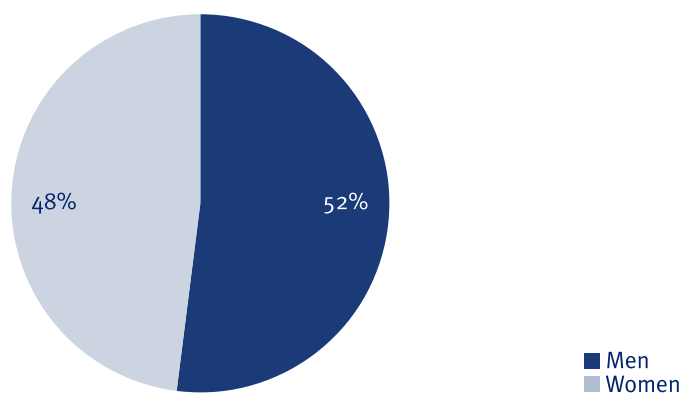
- In BIAL, there is a proactive policy of nurturing its employees through talent management programs, such as training activities and development programmes, and several opportunities for internal and international mobility.
- In BIAL, the health and safety of workers are a constant priority of the Company, which has a medical and nursing office support.
- The BIAL Group does not engage in any kind of discriminatory practice in its recruitment process, particularly with respect to disability, gender, religious, political and sexual orientation, civil status, nationality, ethnic origin and trade union membership. For example, 47% of our workers are female.

Defining internal motivation and the maintenance of a spirit of cooperation/collaboration as priorities, BIAL has been constructing a virtuous circle of satisfaction between the Company and its employees being the high satisfaction of employees of the Group a source of pride, which is recognized internally and externally.

**Academic Qualifications**



**Employee gender**







## The people

Labour market demands are growing when it comes to knowledge levels. BIAL is committed to ongoing training as a tool for developing its employees. In the current age of globalisation, it is crucial to see training as a continuous investment, and one that is increasingly diversified. We are always particularly keen to provide technical and scientific training so that employees can enhance their degree of expertise in their own areas of responsibility. We are staking more and more on developing and training programmes for behavioural, leadership and management skills, too. An organisation with 878 employees has to invest in preparing those of them who hold management and teams coordination positions so that they can cope with the challenges that the market poses for us.

In 2011 BIAL employees had an average of 70 hours training. In 2012 and 2013, despite the economic outlook, BIAL intends to maintain investment level in training and development actions of its employees. This is a guarantee of our competitiveness and corporate development.







Quality and the environment as principles



# Quality and the environment as principles

Quality has been a strategic commitment of the BIAL Group for over 20 years.

Our motto “caring for your health” indicates that we are doing our utmost to offer better health and quality of life to the community. Although the concept of ‘quality’ can signify different things, for us it embodies two crucial aspects:

- Quality of Life, from the standpoint of guaranteeing the efficacy and safety of the products we develop and market;
- Quality of Life, from the standpoint of safeguarding and promoting a culture of protecting the environment and the health and safety of our employees and other parties concerned.

BIAL’s approach to quality involves developing processes that can provide products and services which will meet the needs and expectations of the Company’s customers and comply with the most exacting international standards, by improving the technical expertise of its employees and anticipating new market needs and opportunities. We regard Quality as being the responsibility of everyone. Its improvement must be constantly pursued as only by satisfying and exceeding our clients’ expectations can we maintain their trust and loyalty.

The Environment and Health and Safety form an integral part of our commitments. The strategies and endeavours to develop and optimise our processes, products and services, must include respect for the Environment and not compromise the Health and Safety of our employees and other parties concerned who may be affected in some way by our activity.

BIAL was the first company in Portugal, operating in the area of Health, and one of the first in Europe, to obtain certification of its Quality and Environmental Management Systems under the NP EN ISO 9001 and NP EN ISO 14001 standards, respectively in 1998 and 2001.

The certification of BIAL’s Quality Management System aimed to show the determination of the Group’s management strategy to seek excellence for its products and services, and, given its importance, it is regarded as an element that enhances the satisfaction of our various customers and helps to consolidate the trust that doctors, pharmacists and the public at large have placed in the medicines that we produce/market.

The integration of environmental considerations into strategic decisions of the group and the consequent certification of the Environmental Management System have emerged as a natural consequence of the ongoing improvement philosophy in place at BIAL, illustrating the importance we ascribe to continually bettering our performance.

In 2007 BIAL obtained certification for its Research, Development and Innovation Management System under NP 4457: Management of Research, Development and Innovation.

This standard was implemented with a view to improving the Company’s innovative performance. We believe that the knowledge management, if undertaken in a planned manner, systematically and comprehensively, is and will always be a critical factor for success in increasing the competitiveness of our organisation and ensuring its continuity in market terms. Our enthusiastic approach to this project has resulted, despite the complexity of the Pharmaceutical Industry Innovation processes, in our becoming the first Portuguese company to implement and certify the System within the scope of chemical, pharmacological, clinical and pharmaceutical research and development into new drugs.

The certification of the Health and Safety at Work Management System, in accordance with the requirements of standard OHSAS 18001/NP 4397, in 2010, came about, as well, as a natural consequence of the ongoing improvement policy in place, reflecting both the growing concern of the Company to ensure a balance between the objectives of its activity and the prevention of damages to employees and other parties concerned and the importance the Company assigns to improving its performance.







# Quality and the environment as principles

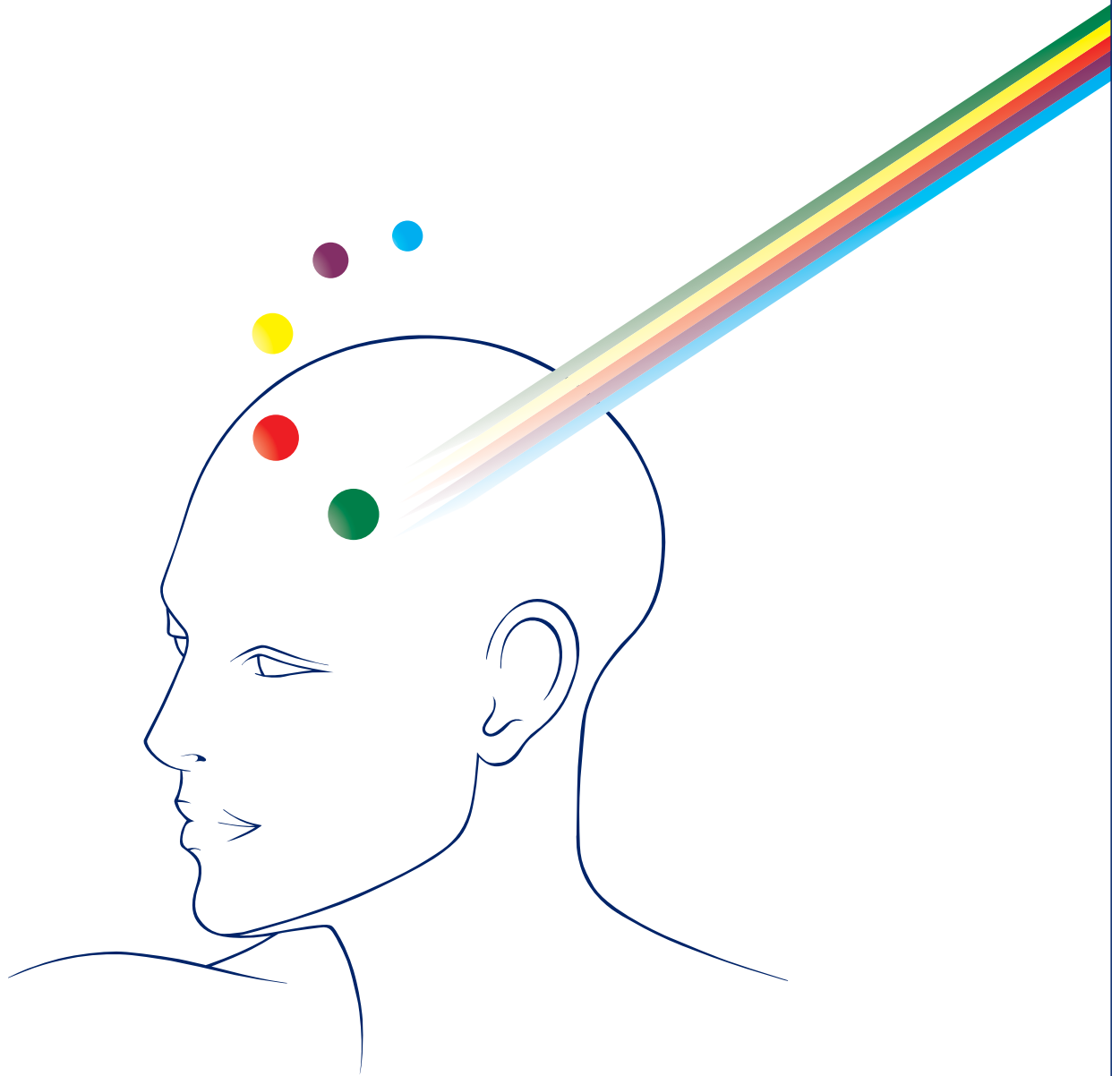
Our growth and continuity in market terms can only be maintained by means of careful management of our Quality processes. Organisations have to be prepared to compete against the best in the world: this competition entails a permanent quest for excellence, rigour, strategies and objectives which are consistent and sustained and for which Quality has to play a major role for value creation.

Consequently, the processes, practices and procedures associated with our production and research units in Portugal conform to the legislation and international requirements applicable to the Pharmaceutical Industry, namely, GMP: Good Manufacturing Practices, GCP: Good Clinical Practices and GLP: Good Laboratory Practices, regularly verified and validated by the competent Health Authorities. Also worthy of mention is the inspection and approval by the FDA, Food and Drug Administration, of our Quality Unit in 2009.

Also worthy of mention is the joint certification by INFARMED and IPQ of our Pharmacological Research Laboratory in accordance with the GLP: Good Laboratory Practices in the context of Physico-chemical tests in Toxicokinetics and Pharmacodynamics studies in 2002.

In addition, and in accordance with the same demanding philosophy, the BIAL commercialisation or production units outside Portugal, namely in Spain, Italy and Switzerland, are certified by the Health authorities of the respective countries, legal representatives of EMA, European Medicines Agency, thereby being qualified to produce and/or commercialise pharmaceutical products for the entire European Union.





Sponsorship – BIAL Foundation





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The BIAL Foundation was created in 1994 to promote science and research in health. A public utility institution, the Foundation’s mission is to foster and motivate the scientific study of Man, in its physical and spiritual aspects.

Over the years the BIAL Foundation has recognised and stimulated scientific research with the BIAL Award and Research Grants which support the scientific community and the world at large.

Established in 1984, the BIAL Award is regarded as one of the most important prizes in the area of health in the whole Europe. Overall it is worth 340 thousand euros, shared among two prizes and four honourable mentions for the best medicine-related research work.

Over fourteen editions, 227 authors of 87 prize-winning works have been distinguished. As a result of over 29 years committed to research, over 35 award-winning works – out of a total of over 306,450 – have been published and distributed free-of-charge to the medical and scientific class.

The Scientific Research Grants are designed to incentivise research in the field of Neuroscience. So far a total of 461 projects of 1501 researchers have benefited from these grants, with beneficiaries coming from 27 countries, including Australia, Canada, France, Germany, Japan, Portugal, Sweden the UK, the USA, and many more.



BIAL Research Grants		1994-2012
Submissions	Projects	1491
	Researchers	4989
	Countries	41
Support	Projects	461
	Researchers	1501
	Countries	27

With the same goal of stimulating the neurophysiological and mental study of Man, the BIAL Foundation has been organising every two years the “Behind and Beyond the Brain” symposium since 1996, which is currently an international forum for discussion and for deepening research in the field of neuroscience.

Bial Award 1984-2012	
Number of editions held	15
Works entered	580
Total applicants	1315
Prize-winning works	87
Total awards	227
Copies distributed	306.450



Partnerships and donations





## Partnerships and donations

Every year the BIAL Group contributes actively to the development of a range of institutions, associations, hospitals, schools, universities, city halls and other bodies which work to foster the wellbeing of today's society and future generations. Attention is particularly drawn to the support to BIAL's local community, i.e. Trofa City Hall, local schools in the district of Trofa and Maia and local sports clubs and other associations. The Company's participation in the "Porto of the Future" project is also worthy of mention. This is a cooperation agreement signed between Porto City Hall, the School Groups in Porto and a number of companies, highlighting the partnership struck up with the Viso School Groups.

BIAL's purpose is to bring students close to the labour market and make them more aware of the world of work, with particular emphasis on the pharmaceutical sector and research area. For this it has devised a programme of visits to the facilities, aimed at secondary and university students.

It should be noted, too, that a number of employees, notably the Company's Chairman, took part in a variety of information and awareness-raising actions in the areas of Science, Health, Education, Innovation and Entrepreneurism, organised by public and private entities.

In the area of Health we have also established partnerships with several bodies, medical societies and patients' associations with a view to training, educating and heightening awareness with respect to the various problems that affect the population's health.

Among the institutions supported are:

- Portuguese Society of Allergy and Clinical Immunology
- Portuguese Society of Cardiology
- Portuguese Society of Diabetology
- Portuguese Society of Bone and Metabolic Diseases (SPODOM)
- Portuguese Society of Gynaecology
- Portuguese Society of Physical Medicine and Rehabilitation
- Portuguese Society of Menopause
- Portuguese Society of Neurology
- Portuguese Society of Orthopaedics and Traumatology
- Portuguese Society of Paediatrics
- Portuguese Society of Pneumology
- Portuguese Society of Rheumatology
- Alzheimer Portugal
- National Association Against Osteoporosis (APOROS)
- National Association for Ankylosing Spondylitis (ANEA)
- National Association for Patients with Rheumatoid Arthritis
- Association of Parents, Relatives, Friends and People with Epilepsy
- Asthma Association of Portugal
- Portuguese Association of People with Chronic Obstructive Lung Disease and other Respiratory Diseases (RESPIRA)
- Portuguese Diabetes Association
- Portuguese Association for Spina Bifida and Hydrocephalus
- Portuguese League against Epilepsy
- Portuguese League against Rheumatic Diseases (LPCDR)
- Ernesto Roma Foundation
- Portuguese Cardiology Foundation
- Portuguese Lung Foundation





## Partnerships and donations

BIAL has supported a wide range of medical training and research initiatives, too. It has published scientific books, and sponsored prizes and grants, including the Prize for the Best Scientific Publication 2007 awarded by the Hospital Pulido Valente's Department of Pneumology, the Medical Internship Prize of Hospital de S. João, Prof. Mário Moura Award (designed to reward outstanding works in the area of Physical Medicine and Rehabilitation), "Practical Training" of the Portuguese Society of Orthopedics and Traumatology, and helped with bibliographic searches and medical updating.

In this regard special mention should also be made of screening actions, particularly for cardiovascular and respiratory diseases, publishing scientific and educational works, supporting congresses and other scientific meetings, and postgraduate education in complementary areas of knowledge (namely the courses of "Health Management Future" and "Health Management Challenges", in partnership with the Universidade Católica/Catholic University).

BIAL's patronage also embraces the promotion of artistic activities, including the publication and dissemination of a variety of cultural works in the areas of painting, literature, sculpture, music and photography.

António Cruz, Armanda Passos, Arpad Szenes, Eugénio de Andrade, Fernando Pessoa, Graça Morais, Helena Abreu, Helena Almeida, Joana Vasconcelos, Júlio Resende, Joana Vasconcelos, José Rodrigues, Júlio Pomar, Maluda, Paula Rego, Pedro Cabrita Reis, Vergílio Ferreira, Vieira da Silva are among many names we can highlight.



**We are dreaming of the future.**

**We are working for health.**

**We believe in the sustainable development of the whole of Humanity.**