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# Bayer HealthCare clocks 14.9% rise in APAC Pharma biz

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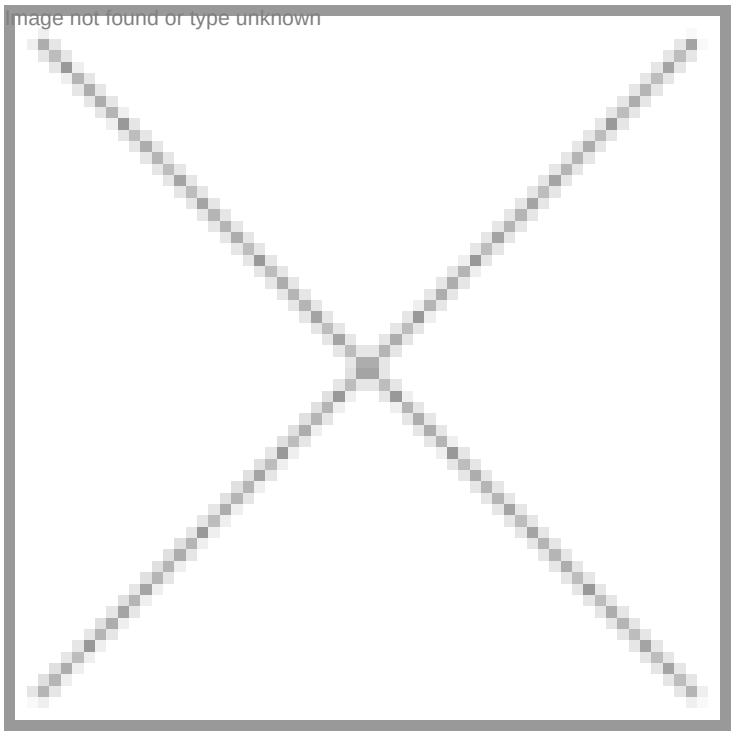


**Singapore:** Bayer HealthCare has recorded sales hike of 14.9 percent to USD 4171 million (EUR 3016 million) in 2013 for its pharmaceuticals division in the Asia Pacific region.

"We are happy to report a substantial growth for our pharmaceutical business in the Asia Pacific region for the year 2013. Our six new products have been very well received by physicians and patients in Asia Pacific. The launch of EYLEA in Australia for the treatment of wet age-related macular degeneration contributed significantly to our growth," said Wei Jiang, Regional Head for Bayer HealthCare Pharmaceuticals, Asia Pacific.

The division's key market including Australia, Vietnam, Singapore and Taiwan delivered 39 percent, 21 percent, 16 percent and 10 percent respectively.

"Given our robust performance in Asia Pacific, we are primed for further growth in this region as we have an innovative pharma pipeline to serve unmet medical needs over the coming years. It is an exciting time to be with the company not only because of how far we have come but also how much further we can go," said Wei Jiang.

Besides EYLEA, which was launched in Australia, among the company's top products delivering strong double-digit growth in the Asia Pacific region are Visanne for treating endometriosis, Xarelto approved for seven distinct uses in the venous arterial thromboembolic (VAT) space, Nexavar for the treatment of advanced kidney and liver cancer, and Mirena for long-acting reversible contraception and heavy menstrual bleeding.

The company is in the process of filing c for approval in thyroid cancer and has also launched Stivarga in Singapore, Malaysia, South Korea and Taiwan to treat advanced colorectal cancer, the most prevalent form of cancer in Singapore.

In January, Singapore became the first country in Asia Pacific to receive fast-track approval of Xofigo, the first-in-class alpha particle-emitting pharmaceutical for the treatment of castration-resistant prostate cancer patients with symptomatic bone metastases and no known visceral metastatic disease. It will be launched in Singapore in the coming weeks, less than 12 months following the first worldwide approval by the U.S. Food and Drug Administration.

"Our newly introduced products have been well received, largely because they cater to a rapidly aging population in Asia Pacific and serve a huge unmet medical need. With three targeted cancer therapies, we now have a suite of oncology medicines to offer to late-stage cancer patients, who previously had no other treatment options," said Wei Jiang.

In addition to Xofigo in prostate cancer and Adempas in pulmonary arterial hypertension and chronic thromboembolic pulmonary hypertension, Bayer is currently in the process of filing for approval of additional indications for Xarelto in pulmonary embolism, Eylea in diabetic macular edema and central retinal vein occlusion, Stivarga in gastrointestinal stromal tumor and Nexavar in thyroid cancer in the Asia Pacific region.