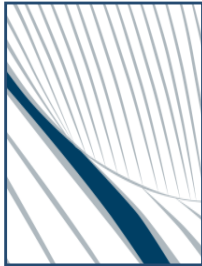


**Driving Growth:  
Working with International Retailers**

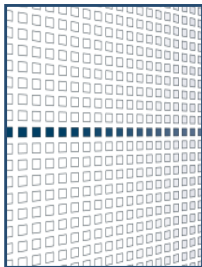
Joachim Neukam, Senior Partner Steinbeis Vertriebs- und  
Marketinginstitut (VMI)

London, March 3rd 2017



# 1. Landscape of International Retailers

# 2. Ways of Working with International Retailers in FMCG

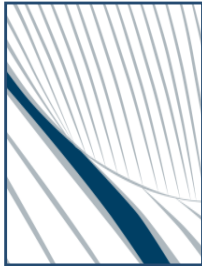


# 3. What can OTC learn from FMCG?



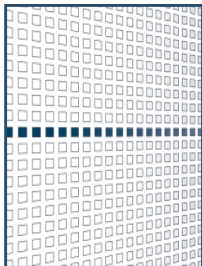
# 4. Key Success Factors

# 5. Summary



- **The Landscape in pharmacy retailing will change**

- More international and more e-tailing
- More consolidation



- **Learn from FMCG experience and best practice**

- Leverage skills and toolkits
- Avoid same mistakes



- **Maintain patient focus to grow the business**