



## Media Release

### **Informative and user-friendly: [www.mip-pharma.de](http://www.mip-pharma.de) MiP Pharma Group corporate website relaunched**

**Blieskastel, 26.08.2021. After a comprehensive makeover of content, design and user-friendliness, the MiP Pharma Group corporate website has now been relaunched. As the flagship of corporate communications, the online platform provides comprehensive information about MiP Pharma, its products and services.**

The structure of the new website is based on transparency and user-friendliness. Guided by a clear color concept and a consistent menu, visitors to [www.mip-pharma.de](http://www.mip-pharma.de) will find comprehensive detailed information on the Group's product and service portfolio as well as on topics such as mission statement and corporate responsibility, management, sales, production, and international setup.

Direct e-mail links enable simple and immediate contact with the responsible persons for cooperation requests, sales topics, pharmacovigilance, and for unsolicited applications on the dedicated content pages.

For information about the products and services, visitors to the website are offered comprehensive product descriptions going beyond the respective package leaflets and, for healthcare professionals, the respective summary of product characteristics for download. In addition, hyperlinked special websites for important products provide in-depth information for healthcare professionals – such as current literature, relevant guidelines or recordings of MiP Pharma webinars.

The new website is laid out bilingually. All content besides the password-protected health care professionals' area is available in English as well. A deliberately careful use of cookies and a mobile version complement the relaunch of the MiP Pharma Group corporate website on the technology side.

Dr. Friedrich Sernetz, CEO of MiP Pharma Group, expressed his satisfaction with the result. „During the redesign of the website, literally no stone was left unturned. We now proudly present ourselves in a modern design with our traditional colors and a contemporary visual language. The website reflects what MiP Pharma Group is all about and what we offer: customer orientation and service mentality as well as a desire for growth and success. With this, we are sending a strong signal for our growth course – both internally and externally.“

[www.mip-pharma.de](http://www.mip-pharma.de)

**About MiP Pharma Group**

MiP Pharma Group (MiP Pharma) produces and distributes prescription generics, especially antibiotics, over-the-counter medicines and medical products. Its main markets are Germany and Poland as well as some other Eastern European markets. Sales focus the hospital business and selected groups of specialists and, in particular, dentists. MiP Pharma operates two production sites in Saarland/Germany. With over 250 employees and around 400 regulatory approvals, MiP Pharma generated total sales of over € 40 million in the last fiscal year. Since November 2020, previously family-run MiP Pharma has been a portfolio company of the Berlin-based financial investor capiton AG.

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