

Our position on Patient Centricity

At Lundbeck, we believe no one understands the impact of brain disorders better than the people affected by them.

Patient centricity means putting people with lived experience at the center of healthcare solutions through sustained partnership and collaboration.

At Lundbeck, we believe the perspective of those with lived experience should be integrated into everything we do. We aim to actively listen and learn from them, so that together, we can bring forward innovative treatments and improve quality of life.

To establish patient centricity throughout the value chain will require prioritized and consistent partnership with the lived experience community across the organization.

Navigating the complexity of brain disorders requires a concerted effort. At Lundbeck, we recognize that to advance brain health, we need to work in partnership.

Our approach to partnership is rooted in a strong belief in co-creation and built on a foundation of trust and shared objectives. We work with a range of partners that share our purpose of improving the lives of people living with brain disorders: these include patient advocacy groups; healthcare organizations; academic institutions etc.

We currently partner with over 80 patient advocacy groups around the world on a series of initiatives promoting the importance of brain health and amplifying the voice of those with lived experience. Collaborations with our patient advocacy partners encompass a wide range of projects and workstreams, from early drug development to post-launch business activities.

In all our collaborations with individual patients, caregivers, and patient organizations, we uphold the highest standards of ethics and transparency. We follow concise guidelines that ensure both parties understand the risks and benefits of each.

For decades, our hard work and commitment to brain health have taken us far but there is still a long way to go. We are dedicated to continuously progress our patient centricity journey.

We are wholly committed to advancing brain health and supporting people impacted by brain disorders. Our business activities, advocacy community engagement, and



interactions with policymakers and non-governmental organizations are guided by clarity of purpose: **Advancing Brain Health. Transforming Lives**

To learn more about how we work with patient organizations, visit our Community Engagement page on [Lundbeck.com](https://www.lundbeck.com).