

*Press release*

**Belgian Economic Mission to Shanghai Presided by HRH  
Princess Astrid of Belgium  
Bringing New Opportunities for China-Belgium Biopharma  
Innovation and Cooperation**

**(November 21, Shanghai)** A Belgian economic mission to the People's Republic of China took place recently, presided over by Her Royal Highness Princess Astrid of Belgium, Representative of His Majesty the King, visiting Beijing and Shanghai. On November 21, a China-Belgium luncheon on “Driving Biopharma Innovation for Patients in China” was held in Shanghai, spurring creative and dynamic conversations among the mission delegates, representatives from the Chinese ministry of commerce and Shanghai municipal government, as well as pharmaceutical industry key opinion leaders, who shared insights and thoughts on prominent industry topics, potential cooperation opportunities and the future development of biopharma. This exchange platform was built by UCB, a global biopharma company rooted in Belgium.

China's economy has maintained stable and sound growth in recent years, continuously increasing investment in innovation, and a business environment that has demonstrated continual improvement. According to "Doing Business 2020: Comparing Business Regulations in 190 Economies" - a newly released report from the World Bank, China's ease of doing business ranking climbed to 31 in 2019 from 46 last year. As one of the two selected cities representing China, Shanghai counts for 55% of the final results, demonstrating Shanghai's leading advantage as the best environment for fostering business in the country. Thanks to the great efforts made by the Chinese government in the pharmaceutical industry combined with China's world-leading Internet

growth, the development of China's pharmaceutical industry and ecosystem is full of vitality and potential.

Belgium, located in the heart of Europe, serves as the headquarters of the European Union. As an important hotspot for research & development in innovative medicines and the second largest drug exporter in the world, Belgium has a distinct advantage in biopharma industry, with its per capita achievements in biotech R&D ranking third in the world, and the number of clinical trials ranking second in Europe.

H. E. Willy Borsus, Vice-President of the Walloon Government Minister of Economy, Foreign Trade, Research and Innovation, New technologies, Agriculture, and Urban and Spatial planning, said: "China's key strength used to come from its huge market and richness in talent. But today, its rising strength in innovation - the fruits of its government's enormous push in that area - are talking points the world over. Belgium is known for its distinct advantages in innovative R&D, efficient industrialization and government incentive policies that drive biopharmaceutical development. We hope to work with the Chinese government through more frequent exchanges and intensive collaborations to take innovation in biopharma to a new level that will better help patients around the world."

YANG Chao, Deputy Director General of Shanghai Municipal Commission of Commerce, said: "President XI Jinping emphasized at the opening ceremony of the second China International Import Expo that 'we must have a more open mindset and take more open steps, and work together to make the pie of the global market even bigger. We need to strengthen the mechanism for sharing benefits globally and explore new ways of international cooperation.' The biopharma industry is one of the leading industries in Shanghai. Through our journey of building a global leading science and innovation hub, we will foster more cooperation between Belgium and China

on biopharma research and development that will allow us to provide more substantial benefits to patients.”

**Focusing on two major disease areas to provide innovative solutions**

UCB has played an active role as a bridge in China, promoting China-Belgium cooperation for 23 years by continuously bringing innovative medicines and international experience to the Chinese market.

As a leader in epilepsy, UCB has not only introduced a variety of innovative treatments, but has also actively worked with the government, associations and partners to improve the level of epilepsy diagnosis, treatment and disease management in China. Its efforts span from villages to cities, bringing disease education, enhancing doctor-patient interactions, strengthening patient follow-up management, improving access to drugs for patients, and much more, ultimately contributing to the enhancement of chronic disease management in neurology.

In the field of immunology, UCB is focusing special attention on women’s health and doing its utmost to meet their unmet needs. A medicine was approved earlier this year for the treatment of moderate-to-severe rheumatoid arthritis in China serves as a prime example - Its unique Fc-free molecular structure makes it the only biologic therapy for rheumatoid arthritis approved in China that has robust evidence from conception to late pregnancy and lactation.

In order to further accelerate patient access to innovative medicines in China, UCB is also committed to strengthening the interaction between China and Belgium in multi-regional clinical trials. This year, taking advantage of China’s favorable policies for innovative drugs, two of its most cutting-edge drugs - one for the treatment of highly drug-resistant epilepsy and one for the treatment of autoimmune diseases – have

received CTA approvals to start the phase III clinical trials in China together with other sites across the globe.

### **Strong partnerships to improve experiences throughout the patient journey**

During the meeting, Chinese and Belgian government leaders, industry opinion leaders and cross-industry enterprise representatives shared their perspectives, analyzed the development trends of the biopharma ecosystem, discussed challenges and opportunities that might occur while exploring possibilities for innovation, and exchanged views on the practices and thoughts for the application of “Internet plus” in the field of healthcare.

As a key achievement of China-Belgium cooperation in biopharma innovation, UCB and JD Health signed a strategic cooperation memorandum at the luncheon. Mr. Taco Van Tiel, VP, Head of International Markets of UCB, and Mr. XIN Lijun, Vice President of JD Group and CEO of JD Health attended the signing ceremony. The partnership borne from this memorandum will allow both parties to explore new business models through the joint efforts on “digital healthy cities” initiative, upgrade chronic disease management by developing an epilepsy pavilion on JD Health as a starting point, improve patient access to solutions by leveraging JD Health’s strengths in modern logistics, thus addressing the pain points in patients' journeys from diagnosis, to treatment and follow-up care. The two parties will pilot the “digital healthy cities” initiative in Taizhou and Hefei to help improve patients’ accessibility and affordability.

XIN Lijun, CEO of JD Health, said, “JD Health is committed to providing users with more comprehensive and convenient healthcare services and is on the path to being a flagship enterprise in the healthcare industry.

We highly value UCB's in-depth understanding of patient needs and its leading expertise in targeted disease areas. Working together, we will make full use of JD's resources and JD Health's capabilities to explore the various possibilities of digitalized healthcare."

WU Xin, Managing Director of UCB China, said, "As a leader in epilepsy treatment, we hope to provide more differentiated solutions to patients living with epilepsy and improve the overall patient experience, so as to create sustainable value for patients. This is the beginning of our cooperation with JD, but there will be more to come in the future. I believe that the topics discussed today will continue to resonate in the industry and looking forward, UCB will continue to play an active role as a bridge between China and Belgium to promote more exchanges and cooperation that will benefit patients in China and beyond."

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## **About UCB**

UCB, Brussels, Belgium ([www.ucb.com](http://www.ucb.com)) is a global biopharmaceutical company focused on the discovery and development of innovative medicines and solutions to transform the lives of people living with severe diseases in immunology and neurology. With around 7,500 people in 40 countries, the company generated revenue of €4.6 billion in 2018, and invested ~25% of revenue into research and development annually. UCB is listed on Euronext Brussels (symbol: UCB).

Since UCB's creation in 1928, innovation and agile entrepreneurship have been in the company's DNA. Throughout its 90-year journey, UCB has continuously been pushing the boundaries and has never shied away from making bold moves to reinvent itself. This innovation spirit and agility mindset is still UCB's signatures today and will be for the future.

UCB started its pharmaceutical business operations in China in the early 90s. In 1996, UCB opened its first representative office in Shanghai. UCB leapfrogged to be a fast-growing biopharma company in China with the acquisition of Schwarz Pharma and its Zhuhai plant in 2006, as well as the successful launch of an anti-epileptic drug in the following year.

Head office located in Shanghai, UCB China also has regional offices in Beijing, Chengdu, Guangzhou, and a manufacturing site in Zhuhai. With about 600 employees in China, the company has positively impacted the lives of millions of patients. Looking forward, UCB is making great efforts to bring more innovative products and solutions in immunology, neurology and bone health to create value for more Chinese patients.

### **About JD Health**

JD Health, a majority owned subsidiary of the Company, successfully completed its series A preferred share financing in November 2019, with a post-money valuation of approximately US\$7 billion. Over the past few years, JD Health has built a comprehensive “Internet + healthcare” ecosystem, providing pharmaceutical and healthcare products, internet healthcare, health management and intelligent healthcare solutions to the customers. “JD Pharmacy” is China’s largest online pharmacy by revenue. JD Health, which benefits from JD.com’s trusted e-commerce brand image and collaboration with leading industry players, continues to expand its customer base and service offerings, aiming to become the most trusted “chief health manager” for customers.

### **BELGIAN ECONOMIC MISSION TO THE PEOPLE’S REPUBLIC OF CHINA PRESIDED BY HRH PRINCESS ASTRID OF BELGIUM**

A Belgian economic mission presided over by Her Royal Highness Princess Astrid of Belgium, Representative of His Majesty the King, to the People’s Republic of China will take place from 17 to 22 November 2019. The delegation will visit Beijing and Shanghai.

This economic mission is jointly organized by the Belgian Foreign Trade Agency and the regional institutions in charge of foreign trade in Belgium: Flanders Investment & Trade (FIT), hub.brussels, and the Wallonia Export-Investment Agency (AWEX), as well as the Federal Public Service of Foreign Affairs of Belgium.

On a federal level, HE Didier Reynders, Deputy Prime Minister, Minister of Foreign and European Affairs, and of Defence and HE Pieter De Crem, Minister of the Interior, Security and Foreign Trade will participate to the mission.

The Regions of Belgium will be represented by three Ministers: HE Jan Jambon, Minister-President of the Government of Flanders, Flemish Minister for Foreign Policy, Culture, IT and Facilities; by HE Willy Borsus, Vice-President of the Walloon Government Minister of Economy, Foreign Trade, Research and Innovation, New technologies, Agriculture, and Urban and Spatial planning; and by HE Pascal Smet, Secretary of State of the Brussels-Capital Region, responsible for Urbanism and Heritage, European and International Relations, Foreign Trade and Firefighting and Emergency medical Assistance.

This economic mission is the largest mission ever organized by Belgium. In total, an official and business delegation of 632 people will take part in the mission. More than 282 outstanding Belgian companies represented by 465 businessmen and women will participate, with a focus on the following economic sectors: Life Sciences, Food and Beverage, Luxury, Lifestyle and Fashion; Smart Cities and Cleantech. Over 50 business and official agreements are expected to be signed during this major economic mission.

During the mission, the members of the delegation are staying at the Kempinski Beijing Hotel in Beijing and at the Hyatt on the Bund in Shanghai.