
Hikma launches new global brand Marks new chapter in company's 40-year history

London, 14 March 2018 – Hikma Pharmaceuticals PLC (LSE: HIK) (DIFX: HIK), the multinational generic pharmaceutical company today unveiled its new global brand platform “Better Health. Within Reach. Every day” and new logo and visual identity. The new brand brings to life Hikma’s role in improving the health of people around the world by making quality medicines and making them affordable and accessible. The unveiling marks Hikma’s 40th anniversary and the beginning of a new chapter in the company’s history.

Announced today in London by Executive Chairman Said Darwazah, the new brand includes a new, modern logo and an updated visual identity. Said explained, “Our company was founded on the simple idea that when quality medicine is put within reach it transforms people’s lives. For the past 40 years, our purpose has stayed true to this idea: to make world-class products accessible to the people who need them. As we look to the future, our new brand will help us tell this story with more impact in all our markets and the role we play in enabling better health around the world.”

The new brand is the result of a collaboration of employees from around the Hikma world, as well as consultations with customers, doctors and pharmacists. In addition to a new brand and visual identity, the company announced that it will be bringing all the Hikma-owned companies around the world under the new Hikma brand. “We believe that operating all our companies as Hikma in all our markets will allow us to better serve customers, be more efficient and to build on the trusted Hikma name. We want to draw on the strengths we have around the world and unlock the power of a single, global brand – Hikma,” Said concluded.

This will mark the most notable change to the Hikma brand since the company’s founding in 1978. The new logo is a wordmark with the name of the company in precisely-drawn and spaced lettering, punctuated at the end with a full stop that conveys certainty and confidence, as well as a nod to the digital age. The coral colour is connected to the legacy red of the original Hikma logo but re-interpreted in a contemporary hue. The simple style and lower-case letters make the brand friendly and approachable.

Hikma will be rolling out the new brand globally through 2018 beginning in the UK, Middle East and North Africa, then Europe and the US. The new design system is now live across mobile, social and web properties.

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About Hikma

Hikma helps put better health, within reach, every day for millions of people in more than 50 countries around the world. For 40 years, we've been creating high-quality medicines and making them accessible to the people who need them. We're a global company with a local presence across the United States (US), the Middle East and North Africa (MENA) and Europe, and we use our unique insight and expertise to transform cutting-edge science into innovative solutions that transform people's lives. We're committed to our customers, and the people they care for, and by thinking creatively and acting practically, we provide them with a broad range of branded and non-branded generic medicines. Together, our 8,500 colleagues are helping to shape a healthier world that enriches all our communities. We are a leading licensing partner in the MENA region, and through our venture capital arm, are helping bring innovative health technologies to people around the world.

For more information, please visit www.hikma.com