



HRA Pharma UK & Ireland Ltd  
(covering UK, Ireland & Nordics)  
Haines House  
21 John Street  
Bloomsbury  
WC1N 2BF London | United  
Kingdom  
Tel: +44 (0) 20 3750 1720

## **2019 Methodological Note – HRA PHARMA UK & IRELAND**

HRA PHARMA UK & IRELAND (referred as HRA) is a fast-growing, innovative consumer healthcare company, empowering people throughout the world to improve their lives by developing accessible, value added, and self-care solutions. HRA is headquartered in Paris, France with subsidiaries across Western Europe.

The HRA Pharma United Kingdom & Ireland subsidiary is based in central London and employs a small number of specialist staff looking after all sales and marketing activities for HRA products distributed in these territories. The UK Company has agreed to comply with the ABPI Code of Practice for the Pharmaceutical Industry and accepts the jurisdiction of the Prescriptions Medicines Code of Practice Authority (PMCPA). This disclosure reflects all transfers of value (ToV), subject to the ABPI code of practice, completed during 2019 and involving United Kingdom Health Care Professionals (HCPs), Healthcare Organisations (HCOs) and Other Relevant Decision Maker (ORDMs).

To ensure compliance with this undertaking all Health Care Professionals engaged by HRA Pharma are required to sign a transparency agreement, which explicitly sets out the requirements for disclosure. As can be appreciated from the disclosure, HRA engages with Health Care Professionals in a very limited fashion and such engagement is most often specific to identified business needs requiring expert clinical advice or an expert clinical speaker.

Regarding the mechanics of payment, transfers of value are made in pounds sterling to the individual, business or organisation as appropriate:

- Tov are reported in Great British Pounds (GBP).
- VAT is only paid where the recipient is VAT registered and has provided a bone fide VAT invoice.

- Any tax liability resulting from a transfer of value is the sole responsibility of the recipient.
- Where currency conversion is required the exchange rate applied is that of the date of transfer.
- Amounts stated are the total value received for the calendar year in question.

#### **Disclosure of 2019 data during the COVID-19 pandemic in 2020**

In June 2020, following the ABPI guidance, our 2019 transfer of value data were published on Disclosure UK in aggregate.

HRA Pharma is committed to preserving the integrity and transparency in our interactions with HCPs, ORDMs and HCOs, therefore, we are now pleased to share with you our disaggregated 2019 disclosures.

All Enquiries regarding this declaration contact: Tel. 020 3750 1720