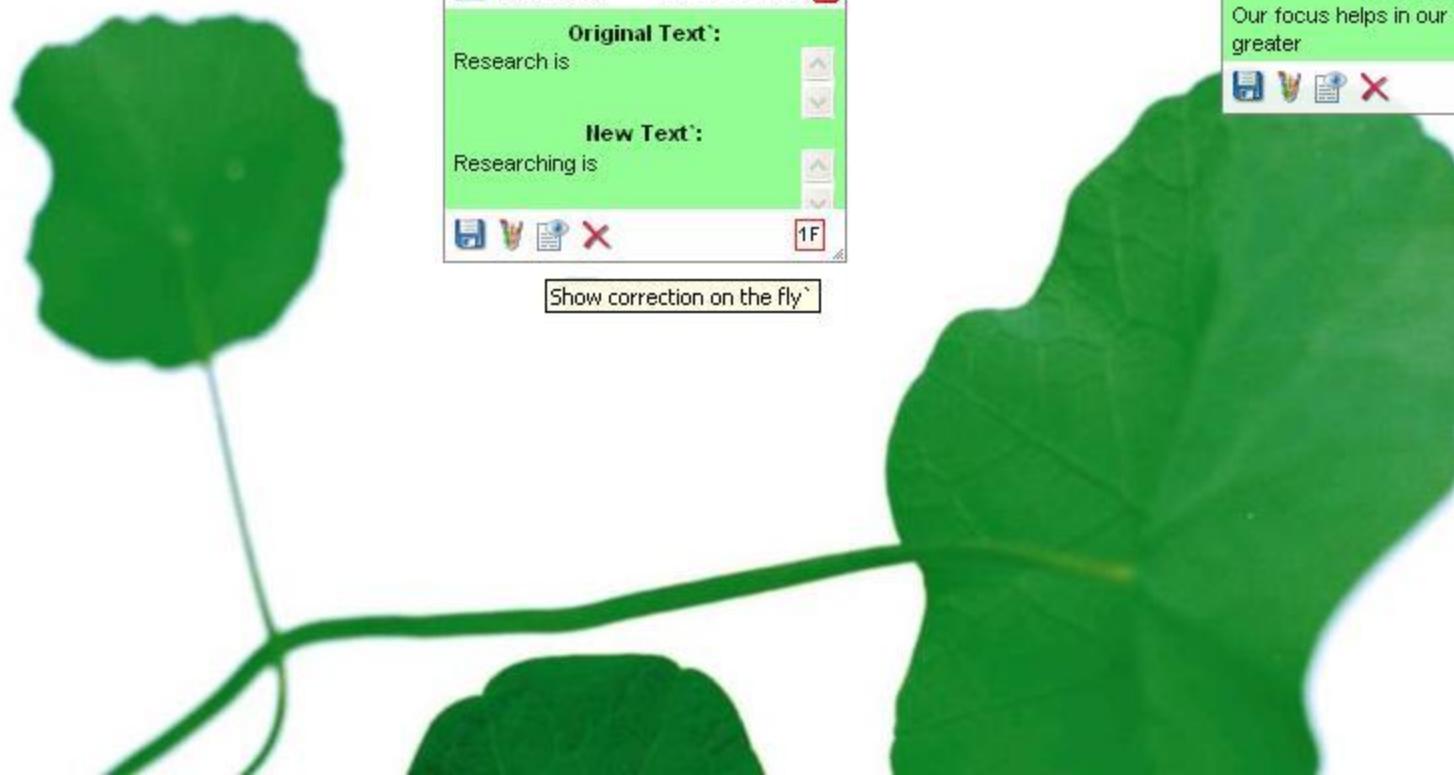


# Research is our foundation



Jan Adeltoft 28-05-08 16:54

**Original Text:**  
Research is

**New Text:**  
Researching is

1F

Show correction on the fly

Research is the foundation of Lundbeck.  
It drives our thinking, shapes our planning,  
and ultimately determines our success.

For Lundbeck research is a way of life.  
It calls for insight, imagination and creativity –  
attributes we actively encourage in our staff.  
It calls for integration – the creation of skilful,  
efficient, multi-cultural and multicultural

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Jan Adeltoft 28-05-08 16:50

**Original Text:**

Our focus helps in our success. A  
far greater

**New Text:**

Our focus helps in our success. A  
greater

1E

By bringing together psychiatrists, neurologists,  
care providers and their families, we share  
knowledge, develop understanding and help  
to identify new and different areas of research.  
It is by these means that we are able quickly  
to identify the needs of patients and to  
translate research results into effective  
pharmaceuticals.

We take a long-term view when investing  
in new research, projects and programmes.  
 Our focus helps in our success. A far greater  
proportion of our research projects make  
it to market than is typical in our industry.  
With projects focusing on mood disorders,  
dementia, anxiety and epilepsy, we continue  
to devote extensive resources to CNS research  
– both in-house and in co-operation with  
leading psychiatric, academic and institutional  
research centres.

Jan Adeltoft 28-05-08 16:47

**Original Text:**  
Imagination

**New Text:**  
Imagination is our spirit

1D

Imagination

Lundbeck has the imagination,  
creativity and the practical abilities  
to translate ideas into effective  
treatments.