CSL brands world's no. 2 influenza vaccine provider as Seqirus

Melbourne, 9 November 2015 – Global biotherapeutics leader CSL Limited announced that its influenza vaccines business will begin operating under the brand **Seqirus** effective today, following the merger of the recently-acquired Novartis influenza business and its existing vaccines and pharmaceutical business bioCSL.

Seqirus [Sek-eer-us] is the world's no. 2 influenza vaccine provider in sales with operations in more than 20 countries in the US$4 billion global industry. Seqirus provides a differentiated product portfolio, possesses strong pandemic and pre-pandemic franchises and manages one of the world's largest influenza vaccine manufacturing networks with operations on three continents: North America, Europe, and Australia. CSL's experience with influenza dates back nearly 100 years when it produced vaccine during the Spanish Flu pandemic in 1919.

"We are excited about the new brand and the future it represents," said CSL CEO and Managing Director Paul Perreault. "Together as one business, Seqirus has a diverse product portfolio, extensive sales reach and the appropriate scale of R&D and manufacturing capabilities to leverage and compete globally. With nearly a century of experience in influenza, our expectation is for Seqirus to become a partner in pandemic responses and a major force in the prevention and control of influenza."

"The official name change to Seqirus is the next exciting step in our transformation," said Seqirus President Gordon Naylor. "Since completing the Novartis influenza vaccines business acquisition on 31 July, we have made excellent progress towards integrating our bioCSL and NVS Influenza Vaccines businesses. We have also established our corporate office in the UK and formed a new global leadership team. Our local management teams continue to do an excellent job in ensuring a seamless transition to our new global operating structure."

Seqirus™
A CSL Company

The Seqirus brand, which is derived from the phrase "securing health for all of us," includes a new logo and visual identity. Two circular lines above the logo form a protective shield, symbolizing the protection its products provide to the world. They also represent the combined strength of the two businesses that have made Seqirus possible. The red elements recognise Seqirus' heritage under its parent company, CSL. The Seqirus name and logo will start to appear on its corporate materials starting today, while the new logo on its products will be implemented over time.

"While we have a new brand, our commitment to continuing a reliable supply of our high quality products is of paramount importance and will not change," Mr. Naylor said.

"In Australia, we remain committed to our unique role of ensuring timely and reliable supply of seasonal and pandemic influenza vaccine as well as antivenoms and Q fever vaccine. Ensuring ongoing access to diagnostics, vaccines and pharmaceuticals will also continue to be a priority for us in Australia."

About CSL

CSL (ASX:CSL) is a leading global biotherapeutics company with a dynamic portfolio of life-saving innovations, including those that treat haemophilia and immune deficiencies, as well as vaccines to prevent influenza. Since our start in 1916, we have been driven by our promise to save lives using the latest technologies. Today, CSL — including our two businesses CSL Behring and Seqirus — operates in over 30 countries with more than 15,000 employees. Our unique combination of commercial strength, R&D focus and operational excellence enables us to identify, develop and deliver innovations so our patients can live life to the fullest.

For more information about CSL Limited, visit www.csl.com.au

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A jpeg of the Seqirus logo is available for download.