

Press release

## Generational change in the management of HEATON

**Jaromír and Jaroslava Frič are being replaced as the company's managers by their son Jaromír and daughter Natálie**

**Prague, 25 June, 2021 – the HEATON group has announced that its founders, Jaromír and Jaroslava Frič, are stepping down from the operational management of the company, which is to newly be managed by their son Jaromír and daughter Natálie.**

After the long anticipated reorganization of HEATON k.s., operational management of the company is now being passed down to a newly formed executive board. The board's members include their son Jaromír Frič jr., who is the Executive Director, their daughter Natálie Kazíková, Director of Strategy and Development, and Finance Director Michal Jonáš.

Jaromír Frič jr. has worked at HEATON for 6 years. Now he assumes responsibility for the management of HEATON, which has managed to establish itself in the pharmaceutical market in the Czech Republic, Slovakia, Romania and Germany. Jaromír is taking over the reins from his father, MUDr. Jaromír Frič: *"19 years ago, my wife and I decided to take a big risk and found a company. I remember that many people tried to deter us from the sector we wanted to enter. However, it is not in our nature to quit. Throughout the company's existence, we had to overcome many obstacles. When our children accepted the offer to become part of the company and continue what we have started, we were very happy. Both of our children gained lots of experience before they entered the company. They have their own goals and plans for developing HEATON. We know we are placing the company in good hands. Handing over operational management of the company has freed my hands for new research projects."*

Jaromír Frič jr., the new Executive Director and member of the executive board, said the following: *"The generational change of the company's management is a big change that will naturally entail great challenges. Only 30% of family companies manage to cope with the new order and survive management being passed down to the next generation. It's important to approach the planned change with humility, to prepare responsibly, not to rush. The whole process can take several years, as it did in our case. Management of HEATON is a huge milestone for me, and I'm fully aware of the responsibility and expectations. We have a great team, a well-established company, and we plan to further expand and grow at least at the same pace as we have in the past."*

Natálie Kazíková, Director of Strategy and Development and member of the Executive Board, adds: *"I truly appreciate the trust placed in me and my brother by our parents. It takes courage to hand over a company that they have pampered since the beginning to the next generation. I grew up with HEATON since its foundation, and I was connected to it thanks to my parents, albeit indirectly. The decision to become a full part of HEATON was a challenge that you either accept and give it one hundred percent, or you decide to live your life differently. Today I can say that the decision to become part of the company was the right decision. I'm grateful to all my colleagues, from which I've learned a lot in the last years; every moment and situation helped me evolve professionally. I believe that my brother and I can keep HEATON's values and lead it to further growth."*

Jaromír Frič and his wife Jaroslava built the company HEATON from scratch. Under their leadership, the company managed to achieve annual growth, with the turnover of the entire group reaching over 300 million

# Heaton

HEALTHCARE GROUP

korunas per year. During its 19-year existence under their leadership, HEATON has been able to establish itself on the pharmaceutical markets in the Czech Republic, Slovakia, Romania, Germany and other Central and Eastern European countries. It also began exporting its products to Asia. HEATON operates in the field of pharmacy; it supplies medical products, medical devices, food for special medical purposes and food supplements for its markets. It is proud to be a company with a sole shareholder, a Czech company that pays taxes in the Czech Republic. HEATON is an international pharmaceutical company.

## About HEATON

HEATON is a Czech family pharmaceutical company based in Prague. It operates in the pharmaceutical industry. It supplies products for the fields of gynaecology, urology, nephrology, oncology, substitution treatment and products for the hospital segment.

[www.heaton.cz](http://www.heaton.cz)

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