

Is your medicine safe?

PTMG Conference, Munich
24th March 2026

Lucy Hambloch & Guillaume Ngo
Global Security, Anti-Falsified Medicines

 **NOVARTIS** | Reimagining Medicine

Anti-Falsified Medicines team composition

FUNCTIONAL SUPPORT



Stanislas Barro
Global Head, AFM
Based in Basel, Switzerland



Sacha Eblé
Governance & Reporting
Based in Basel, Switzerland

PharmINT



Theophile Sebgo
Director PharmINT & Forensics
Based in Basel, Switzerland



Guillaume Ngo
PharmINT Analyst
Based in Basel, Switzerland

+ Program support from Legal Brand protection, Global Security Intelligence Unit

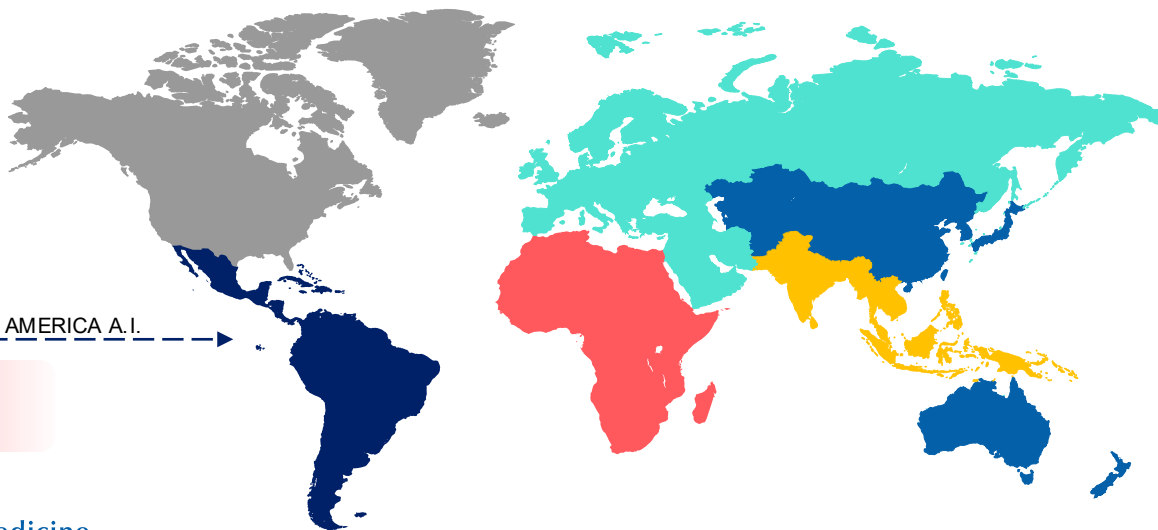
+ 6 further PharmINT & Forensic external appointments

+ Cross functional support from Novartis Falsified Medicines Working Group
(Legal, Public Affairs, Global Health, Patient Safety & Pharmacovigilance, Quality, ERC, Supply Chain)

REGIONAL OPERATIONS



LEONID VEYSMAN
BASED IN NEW JERSEY, USA
SCOPE: NORTH AMERICA
SOUTH AMERICA A.I.
LEONID.VEYSMAN@NOVARTIS.COM



LUCY HAMBLOCH
BASED IN BASEL, SWITZERLAND
SCOPE: EUROPE & MIDDLE EAST
LUCY.HAMBLOCH@NOVARTIS.COM



PANKAJ ASERI
BASED IN MUMBAI, INDIA
SCOPE: INDIA SUB-CONTINENT
AND SOUTHEAST ASIA
PANKAJ.ASERI@NOVARTIS.COM



FELIX ZHANG
BASED IN SHANGHAI, CHINA
SCOPE: NORTH AND CENTRAL ASIA
SHAOFELI.ZHANG@NOVARTIS.COM



JUMA MWASHURUTI
BASED IN NAIROBI
SCOPE: AFRICA
JUMA.MWASHURUTI@NOVARTIS.COM

Program scope

Covering the full range of falsified medicines

Falsified medicines

Medical products that deliberately/fraudulently misrepresent their identity, composition, or source.

This is an **illicit activity** that falls into four main categories:

Not manufactured by Novartis

Products manufactured by criminal organisations with a Level 3 Patient Safety Impact

01



Counterfeits

- Fake products using the **Novartis brand/logo**
- **Not made by Novartis**
- May lack API or contain **wrong/harmful substances**

Manufactured by Novartis

Products manufactured by Novartis but illegally intercepted/traded by criminal organisations with a Level 1 to 3 Patient Safety Impact

02



Tampering

- Products manufactured by **Novartis** but **altered**
- Includes changes to **packaging or expiry date**

03



Theft

- **Stolen medicines** via burglary, robbery, or fraud
- Risk of reappearing on the **black market** or **legal supply chain**

04



Illegal Diversion

- Products manufactured by Novartis, which is **approved** for sale in **one market** and then **illegally intercepted** and **sold in another market**

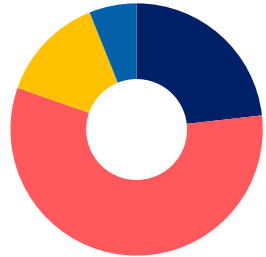
2025 Key Metrics and Operational Pillars

Accelerating the delivery of the program strategy

280

Total number of incidents

Incident categories



- 65 Counterfeit
- 160 Diversion
- 17 Tampering
- 38 Theft

49

Enforcement cases

≥ 2.9 M

Falsified medicines units seized

10 k

Illegal online listings reported

Intelligence

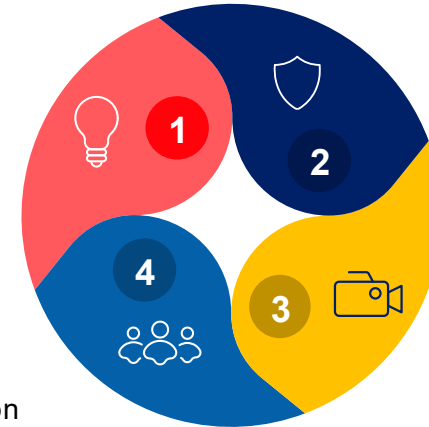
#godata&digital

Pro-actively monitor key online and offline markets and collect evidence of falsified medicines.

Stakeholder engagement

#OneNovartis

Deliver a powerful message on pharma crime's impact on patients' health & safety.



Prevention

#reimagine

Implement an industry leading security architecture for both our products and supply chain to enhance local detection.

Enforcement

#beourbest

Maximise deterrence on pharma criminal networks through enforcement actions.

Our purpose

Protect Novartis patients & reputation from the global health challenge of falsified medicines

Our vision

Build trust with society by greatly accelerating the timely authentication & reporting of falsified medicines

Our strategy

Leverage operational excellence, digital technologies and collective action to achieve greatest impact

Investigative Strategy

Maintaining the Integrity of our Investigations Through a Robust Governance Program

Our auditable Service Request Form (SRF) allows regional leads to formally seek **authorization** for engaging third-party service providers, particularly for investigations that necessitate the use of **covert tactics**.

*Just because we can,
doesn't mean we
should!*

The screenshot shows a Novartis Service Request Form (SRF) with the following details:

- NOVARTIS** logo at the top left.
- Service Request Form (SRF)** title.
- Reference ID: T-52843 SRF - AFM - INC-2024-44544-Turkey.
- Task Details** section:

 - Task Type:** Use of 3rd Party Vendor (AFM)
 - Task Sub-Type:** Online test purchase, Surveillance; Physical test purchase.
 - Task Assigned To:** Lucy Hambloch
 - Assigned Date:** April 23, 2024
 - Requester Attachments:** (empty)

- Description:** Justification (Include PLAN - Proportionality, Legality, Accountability & Necessity)?

All services must adhere to the principles of:

-  **Proportionality**
-  **Legality**
-  **Accountability**
-  **Necessity.**

Investigative considerations

-  **Agent Provocateur:** We strictly refrain from engaging in any form of agent provocateur activities
-  **Chain of Custody:** Novartis is introducing explicit guidelines to promote a uniform and harmonious approach among our vendors and within the company
-  **Legal and Compliant:** All actions must align with local laws in the regions and intelligence is gathered from credible sources, withstanding scrutiny in a court of law
-  **Safeguard our information:** We trust our vendors to safeguard our information and the investigations they conduct for us
-  **Investigator Safety:** Novartis expects that all covert tactics (alias contact, test purchases, surveillance) are appropriately risk assessed and ensures operative safety
-  **Sanctioned countries:** Investigations in sanctioned countries will require legal consultation and authority
-  **Prescriptions:** If intelligence suggests a counterfeit product but a prescription is required, further legal consultation would be necessary before proceeding
-  **Industry collaboration:** We need vendors' support to facilitate and endorse the multi-pharma approach in combating falsified medicines

Turkiye Investigation

Detecting and Disrupting Counterfeit Networks on Social Media

Intelligence Gathering

Test Purchase



Profile Detected

Broad range (and large volumes) of suspected counterfeit medications offered on Social Media

Deconfliction

- Known counterfeit batch
- Industry collaboration for unified approach

Alias Contact

Encrypted Messaging Apps

Red Flags

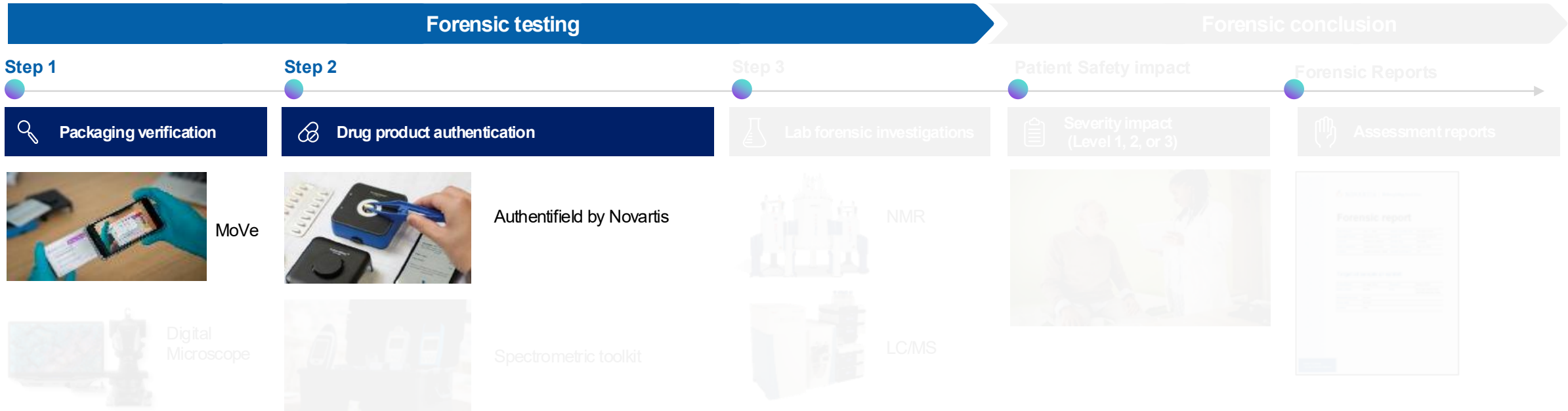
- Pricing
- Discounts
- Cash in hand
- In person collection

Test Purchase approved



Pharmaceutical Intelligence

How do we detect and analyze suspect medicines



Find the fake!

Packaging verification



Packaging verification

Live demo of MoVe

Find the fake!

Drug product authentication



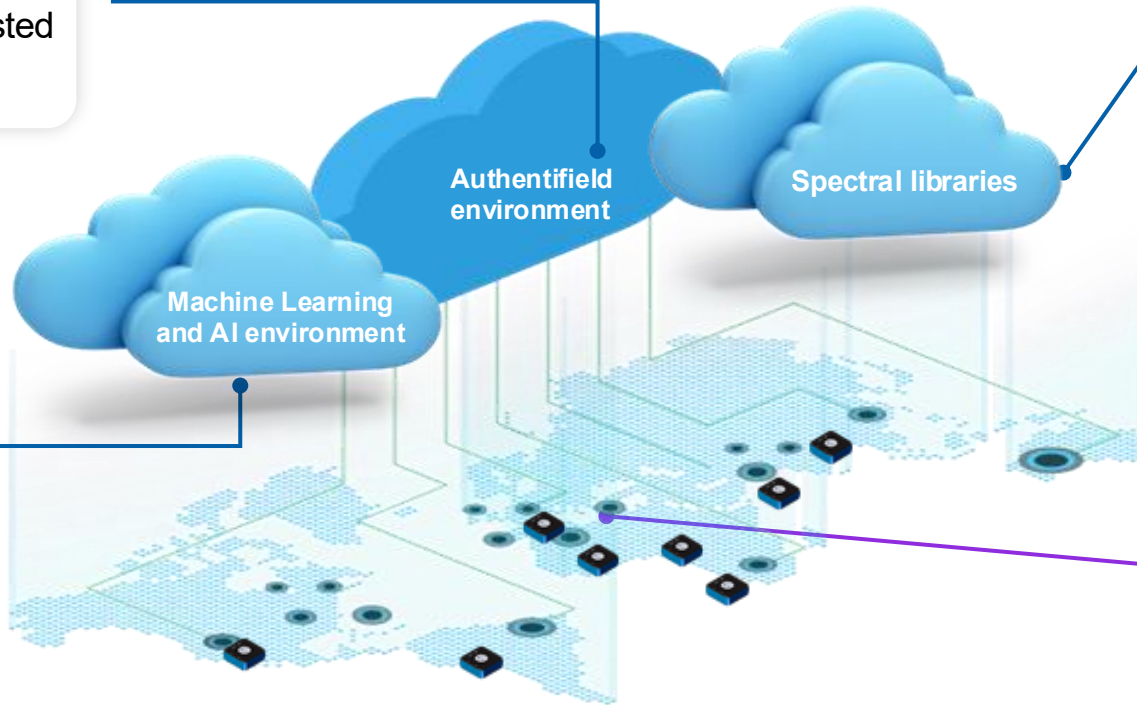
Drug product authentication

Live demo of Authentifield by Novartis

Pharmaceutical Intelligence

Authentifield – Solution landscape

~1400 Samples tested in 2025



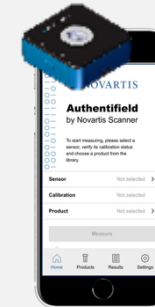
Chemometrics
Data Sciences
and IA

>98% Model accuracy

Manufacturing sites



6 Labscanners



46 Brands available for testing

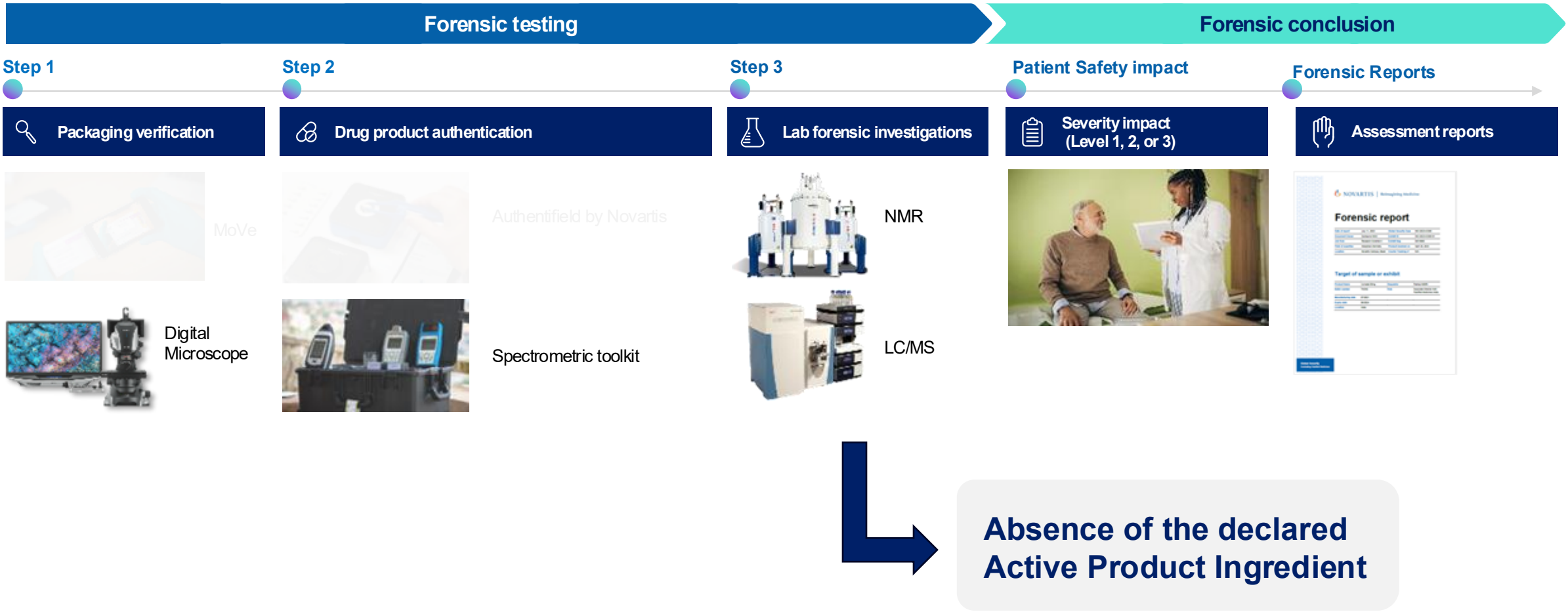
67 Countries

>170 Authentifiers



Pharmaceutical Intelligence

How do we detect and analyze suspect medicines





How does the forensic results shape our investigation strategy?



Novartis Reporting Commitment

Voluntary

World Health Organization



Since June 2019, Novartis is committed to timely report incidents of falsified medicines to the World Health Organization.

Inform WHO within **10 days** after confirmation of falsification.

Mandatory

Health Authorities



Our reporting is **aligned to local requirements** to report to the relevant and impacted Health Authorities.

Case-by-Case

Law Enforcement



Certain incidents may be **shared with LEA**. Prior consultation with vendors to ensure **appropriate reporting** and **sanitization** if necessary.

Investigative Consideration



Vendor and covert entity are never revealed to authorities in our submissions. **Information shared is focused on the patient safety risk.**

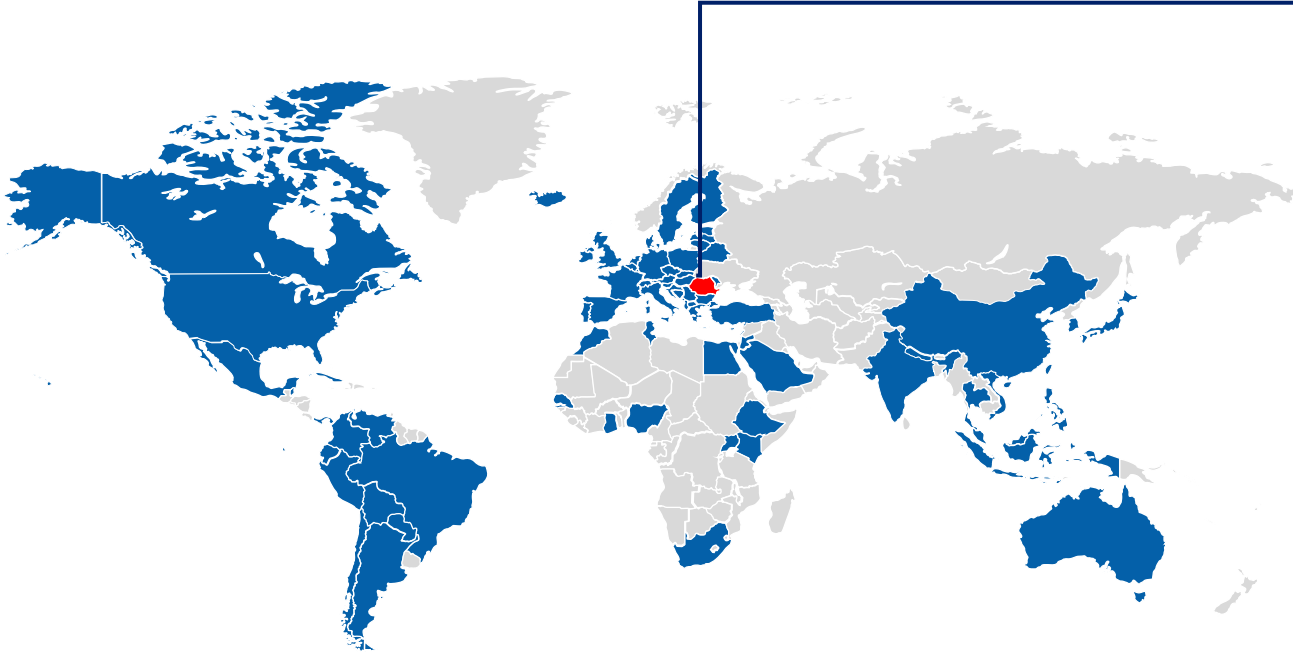
Industry colleagues are appraised of reporting requirements when conducting joint investigations.



Reporting incidents of falsified medicines to the WHO helps **protect public health**. By sharing information about these incidents, the WHO can take **appropriate measures** to prevent the circulation of counterfeit drugs, ensuring that people have **access to safe and effective medications**.

Authentifield Case Study

Strengthening collaboration at the Romanian Border



November 2025 | ROMANIA

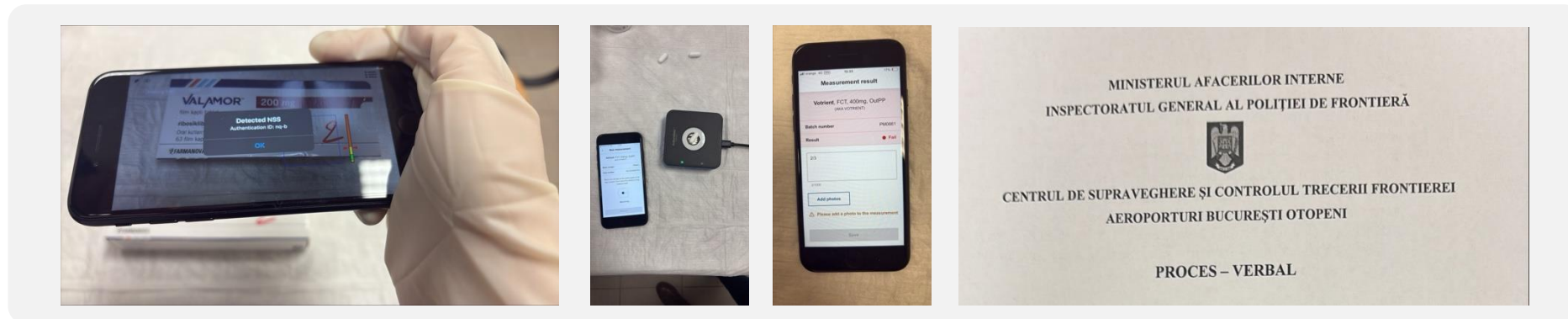


Romania Border Force seized multiple pharmaceutical products which had no proof of origin.

Request for support in authentication.

Authentifield used for rapid field-testing.

Operational Cell at Basel supporting live-time validation of Authentifield measurements.



Thank you



Stakeholder engagement strategy

Engaging on multiple fronts

Do we need this slide?



Capacity building

Training Health Authorities and law Enforcement in the countries on how to detect suspected falsified medicines and informing them on how Novartis can support in terms of authentication and intelligence sharing.



Policy & advocacy

Engaging NGO's, government and overall, the public sector on raising the level of priority of this global health issue, adopting best practices and stronger regulations to have a deterrent impact against pharmaceutical crime.



Public awareness

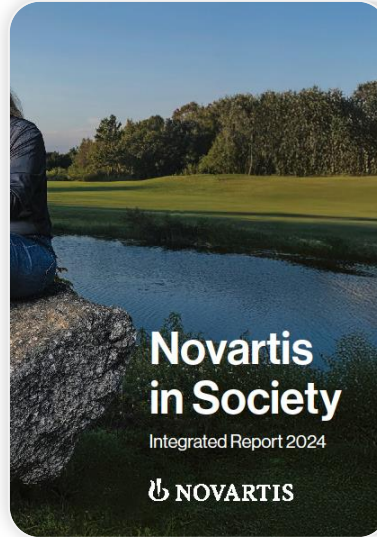
Inform the public about the dangers of falsified medicines, the importance of procuring them from the legitimate supply chain and what to do if in doubt.



Corporate reporting

Our publicly available commitment

Novartis position



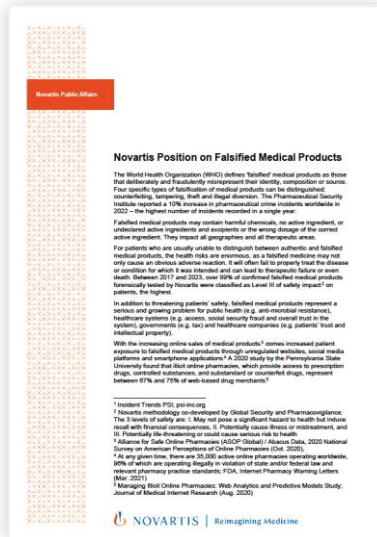
Novartis in society Report

The program is prominently featured in the **Novartis in Society report**, highlighting our commitment to **combating falsified medicines** to ensure **patient safety**. The report details the program's priorities, main activities, trends, & ongoing projects



Access to medicines index / WHO reporting

Novartis commitment to report 100% of incidents of confirmed falsified medicines in scope to the **World Health Organization** within **10 working days**. This reporting is also part of incident reporting as part of the ATMI industry access benchmark



Novartis position Falsified Medicines

Novartis publicly articulates its stance on falsified medicines, as part of 8 publicly available statements on critical topics. This **position outlines measures taken to safeguarding patient health & highlights collaborative efforts with partners to address this critical issue**



Human rights statement

Falsified medicines is included in the Novartis Human Rights statement as part of the **right to health**, which is one of **four key pillars**. This inclusion underscores Novartis's commitment to ensuring the highest attainable standard of health for Novartis patients.

Priority products

Protecting the Novartis reputation, assets and patients



	Four Novartis priority therapy areas				
	Cardiovascular, Renal & Metabolic (CRM)	Immunology	Neuroscience	Oncology	+ Other Therapy Areas
In-Market/ Anchor Brands (9)	Entresto® Leqvio®	Cosentyx®	Kesimpta® Zolgensma®	Pluvicto™ Kisqali® Scemblix® Lutathera	
Commercial Assets (9)		Ilaris®	Mayzent® Aimovig® Gilenya®	Tafinlar® Mekinist® Piqray® Promacta®/ Revolade® Jakavi®	
Falsified Medicines High Risks* (19)	Exforge® Galvus Galvus Met® Diovan HCT® Co-Diovan® Coartem®	Neoral®/ Sandimmune® Simulect®** Myfortic®	Ritalin LA® Tegretol®	Gleevec®/Glivec® Tasigna® Femara® Sandostatin LAR® Tabrecta® Hydroxyurea Desferal	Lucentis®

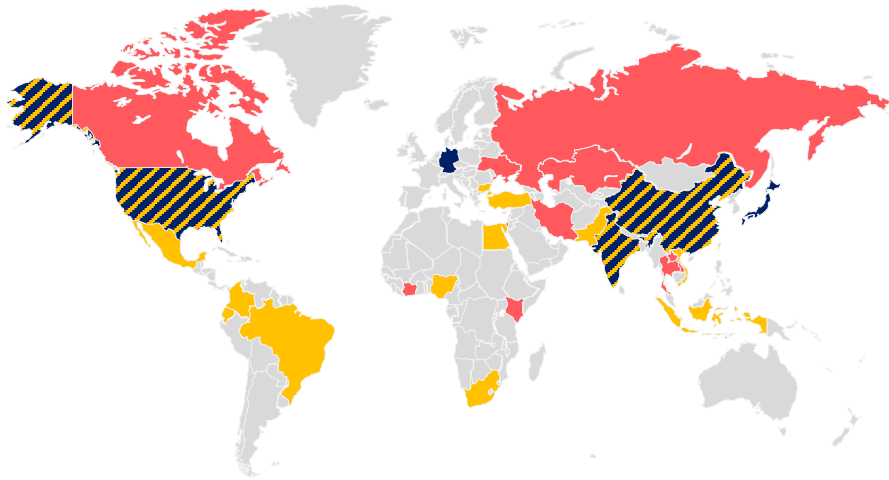
*Global brands, local and regional brand variation to be considered

** Simulect®: critical product shortage

Priority geographies

Protecting the Novartis reputation, assets and patients

Operation Excellence: we investigate all reported cases of falsified medicines involving Novartis products globally regardless of the involved country. The priority geographies reflects the countries whereby pro-active measures* are taken.



Actions	Priority Level		
	Company priorities (i.e., 4 +1 key markets)	Falsified medicines Hotspots (i.e., based on falsification risks)	Emerging trends & Business risk watch-out
	Proactive* measures	Proactive* measures	Monitoring
North America	US	US	CA
Latam		MX CO BR EC	
Africa		EG NG ZA	KE CI
EME	DE	TR	IR UA RU BG Levant Caucasus
North Asia	CN JP	CN	KZ
India & SE Asia	IN	IN VN ID PK	TH LA

*Proactive measures: online/offline monitoring, engagement with local LTs, tailored strategies with HA/LE