



Media Coverage Monthly Report
October 2025

Health Agenda

- Afra Karaca, has been appointed as ZEISS Turkey's Country Manager for Human Resources.
- Özge Birişik has been appointed as Communications Leader at Roche Pharmaceuticals Turkey.
- Emphasizing that the method of determining the drug exchange rate in Turkey lags behind economic realities, Nezih Barut, Chairman of the Pharmaceutical Industry Employers' Union, pointed out that some drug manufacturers have been put up for sale because they cannot withstand the financial conditions. Barut pointed out that the drug exchange rate, which stands at TRY21.67, has not changed in the last year, despite the euro exchange rate reaching TRY50 as of October. "92 out of every 100 boxes of drugs are produced by domestic companies. The drug exchange rate must be updated without delay, and the pricing system must be reformed. This situation is negatively affecting production planning, the supply chain, and our investments." The press release was published on Yeni Safak Newspaper.
- The Competition Authority has decided to impose administrative fines totaling TRY237 million 126 thousand on 17 companies, most of which operate in the pharmaceutical sector. The investigation into these companies has been completed. The investigation found that the aforementioned companies violated the Law on the Protection of Competition by "entering into non-solicitation agreements" or "sharing competition-sensitive information." In this context, Adeka was fined TRY7 million, Amgen TRY4.5 million, Argis 639 TRY thousand, Arven TRY3 million, AstraZeneca TRY15 million, Berko TRY10.5 million, Farmatek TRY7 million, Helba TRY2 million, and İlko TRY13 million. Merck TRY487.000, Novartis Sağlık TRY19 million, Novo Nordisk Sağlık TRY19 million, Pfizer PFE TRY20 million, Sanofi TRY12 million, Sanovel TRY79 million, Santa Farma TRY17 million, and Servier TRY8 million in administrative fines. The Authority determined that some companies had entered into agreements not to hire each other's employees, thereby distorting competition in the labor market, while others had shared forward-looking information sensitive to competition regarding employee salaries and benefits in the sector. The press release was published on Bursa Hakimiyet Newspaper.



Health Agenda

- Behind the drug crisis lies products held in storage due to a 25% price increase expectation. The drug supply problem, which has been ongoing in Turkey for over a year, has turned into a deep "shortage" crisis. Tens of thousands of patients who cannot access their vital medications are forced to visit pharmacies every day. Pharmacists, meanwhile, experience the helplessness of saying "we have no medication" hundreds of times a day. Commenting on the issue to Analiz Newspaper, Murat Tülü, Chairman of the Istanbul Pharmacists Association, stated that the root cause of the crisis lies in pricing policies that are disconnected from economic realities. The press release was published on Analiz Newspaper.
- The Abdi İbrahim Foundation has launched the third phase of its social responsibility project, "Brave Swimmers," for children with Down syndrome. According to a statement released by the foundation, as part of the social responsibility project established by the Abdi İbrahim Foundation in 2021, 20 more children will be introduced to swimming through the program to be held between September 27, 2025, and January 17, 2026. Brave Swimmers, one of the foundation's flagship projects, was launched in 2024 in collaboration with the Turkish Down Syndrome Association. Following intense interest and successful results, it has now entered its third phase this year. The project supports children in taking their first steps in the water, gaining swimming skills, and increasing their physical endurance, while also providing gains in social interaction, self-confidence, and independent movement skills. The press release was published on Analiz and Yeni Akit Newspaper.

Executive Summary

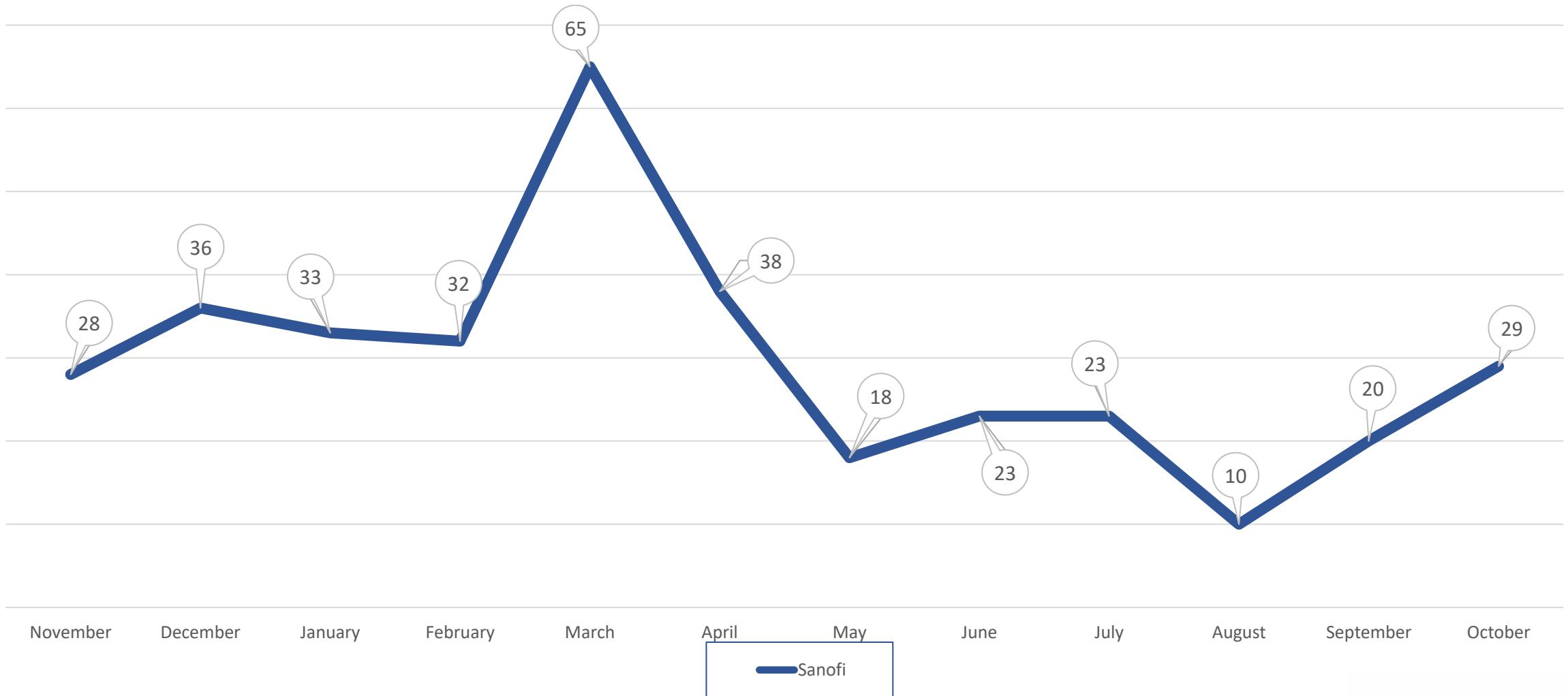
- The media performance for the Sanofi is as follows;
 - A total of **29 mentions** have been included in the evaluation.
 - Sanofi had **291 coverages** during 2025.
 - Total share of ink is **704 column x cm**.
 - This value constitutes to approximately **2 newspaper size pages**.
 - Sanofi's impression for the report period, translates into a **reach of 1.692.714 people**.
 - In accordance with standard advertising rate cards, the **impression has an ad-value of EUR 778**.
 - **24 clippings were published in newspapers, as other 5 clippings were placed in magazines.**
 - The story was **mentioned 2.651 times online**.
 - Online coverages **reached 2.201.997 people**.

Print Media Coverage Results

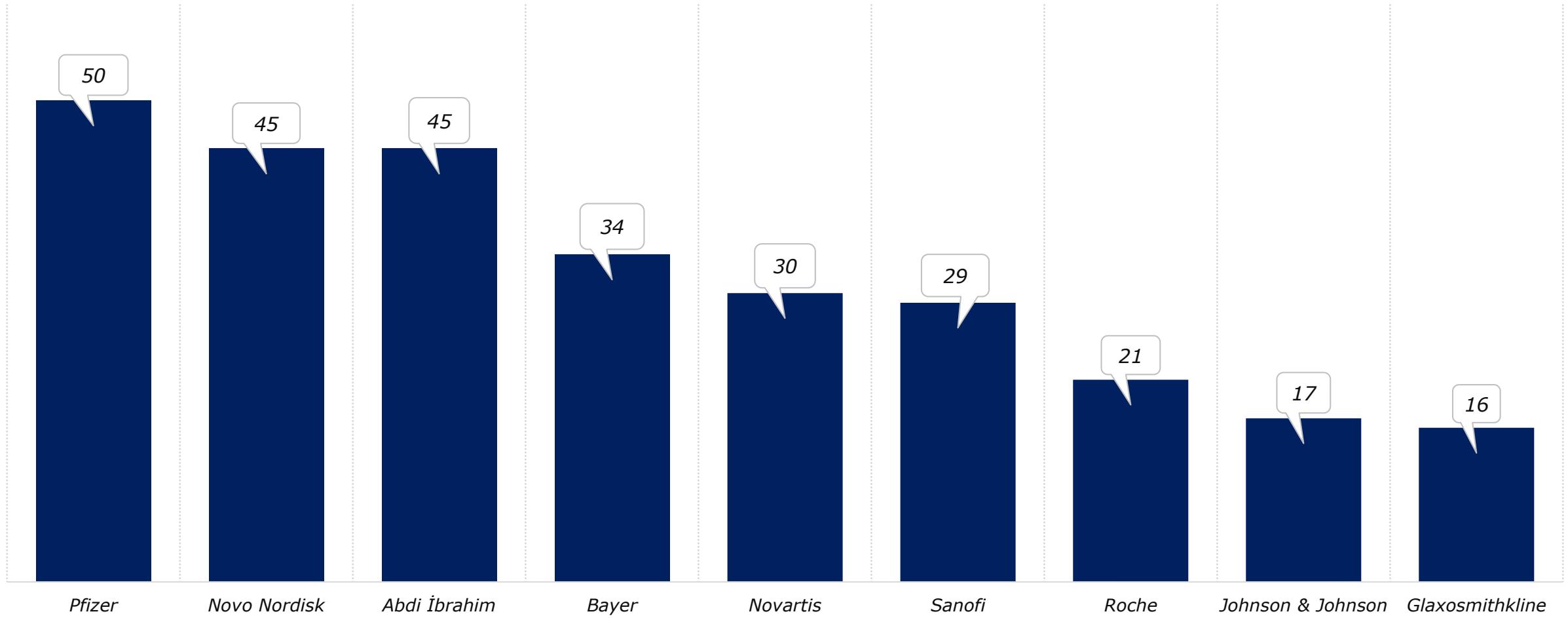
Company	Number Of Clips						AdEqual
	Total	Positive	Negative	Impression	ColxCm		
Pfizer	50	29	21	4.197.430	1.092		71.969
Novo Nordisk	45	26	19	3.860.622	1.077		158.107
Abdi Ibrahim	45	45	-	2.947.954	6.199		193.707
Bayer	34	34	-	1.899.590	6.238		254.234
Novartis	30	13	17	2.313.443	585		35.010
Sanofi	29	13	16	1.692.714	704		37.936
Roche	21	21	-	704.514	1.520		29.288
Johnson & Johnson	17	8	9	1.293.431	1.108		49.355
Glaxosmithkline	16	16	-	1.416.977	637		52.310



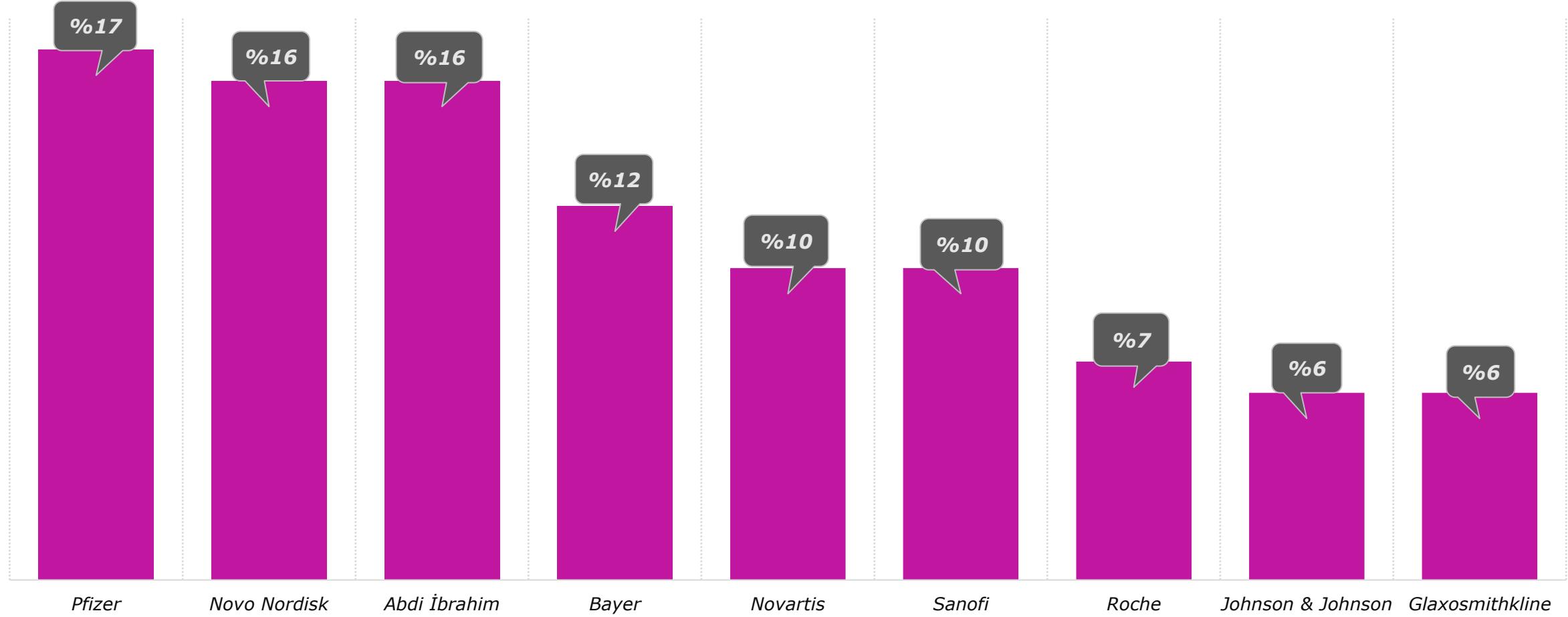
Cumulative Distribution Of Sanofi Coverages



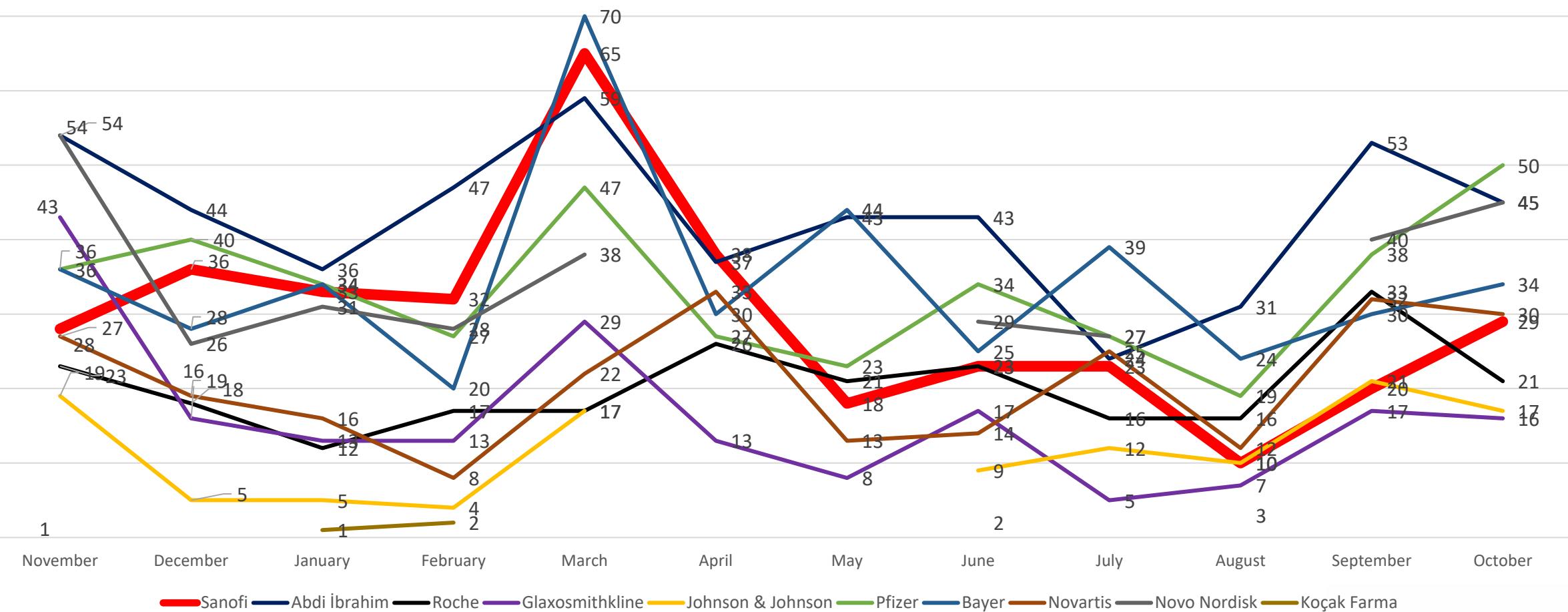
Companies by Number of Clips



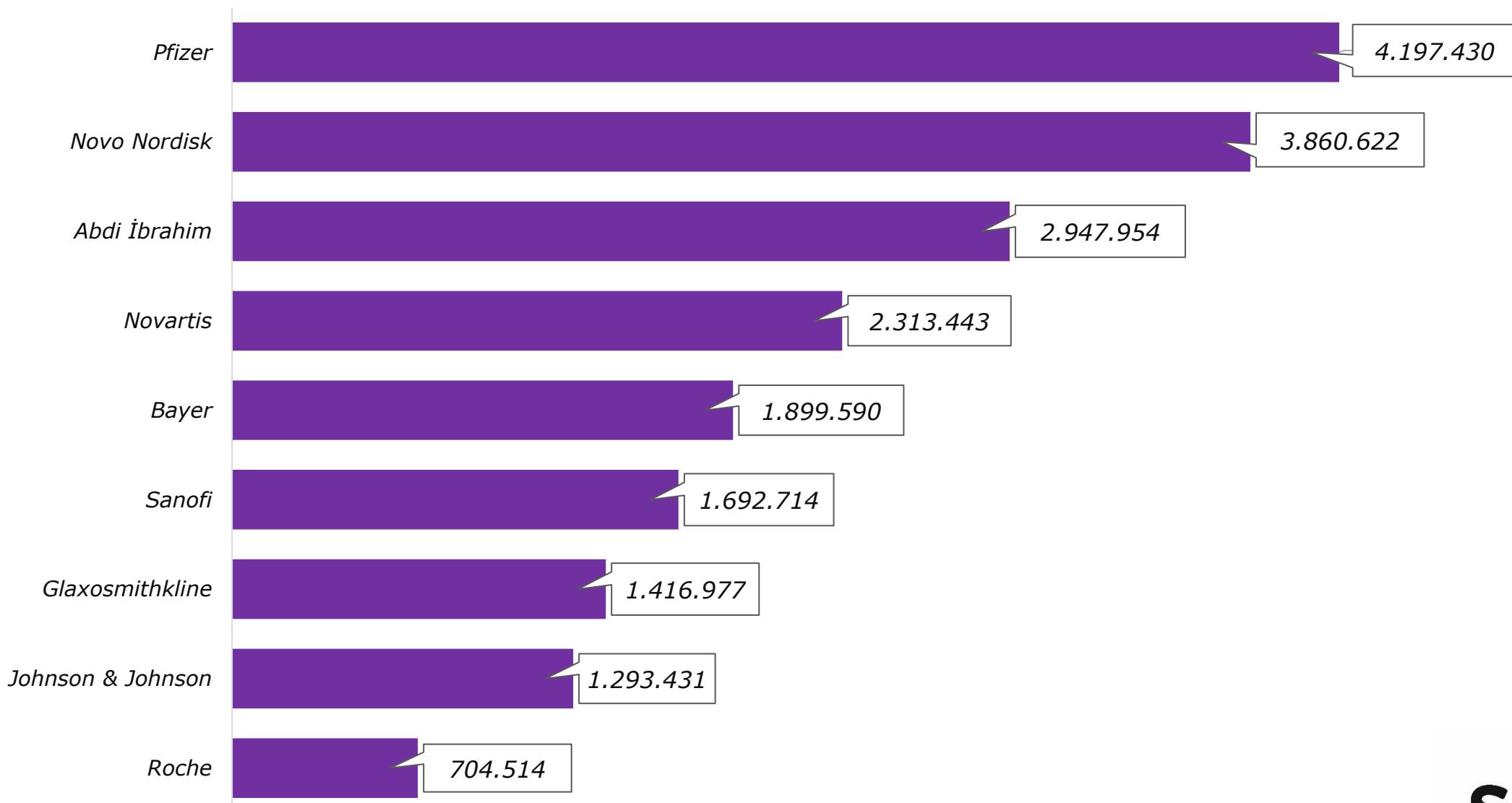
Companies by Number of Clips (Share of Voice)



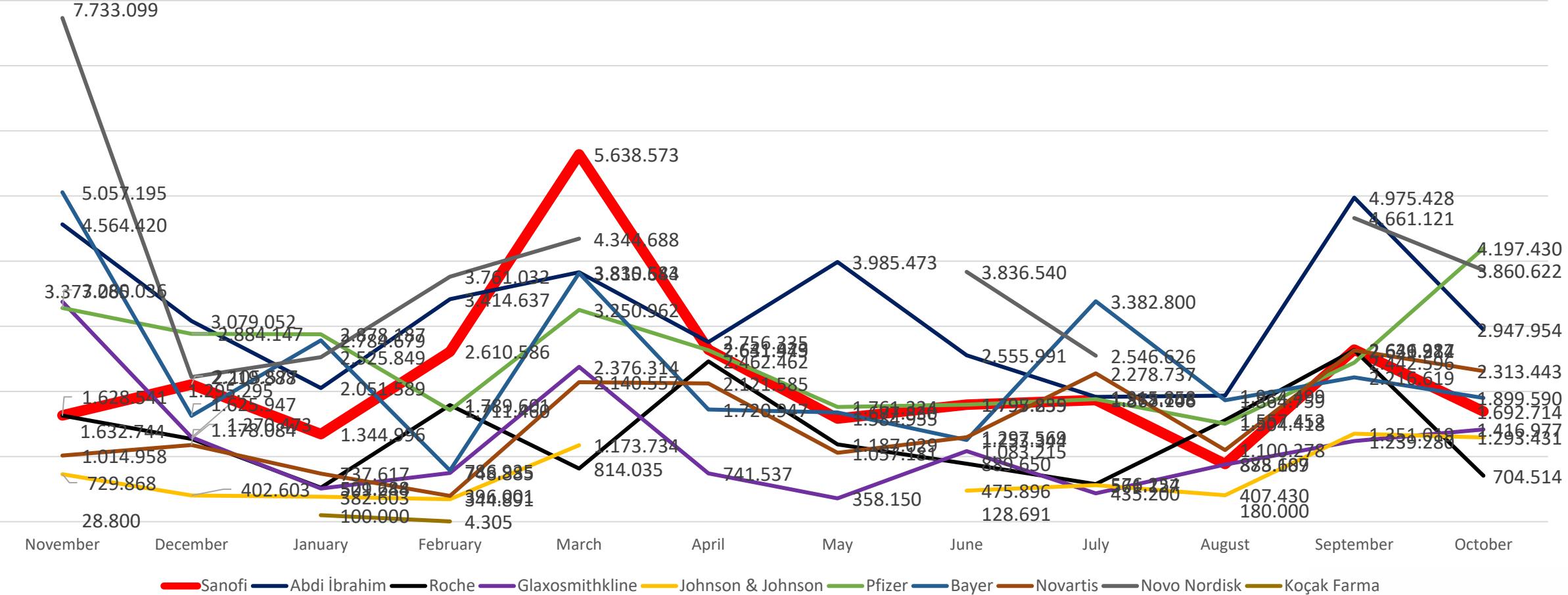
Cumulative Distribution Of Sanofi & Rival Companies



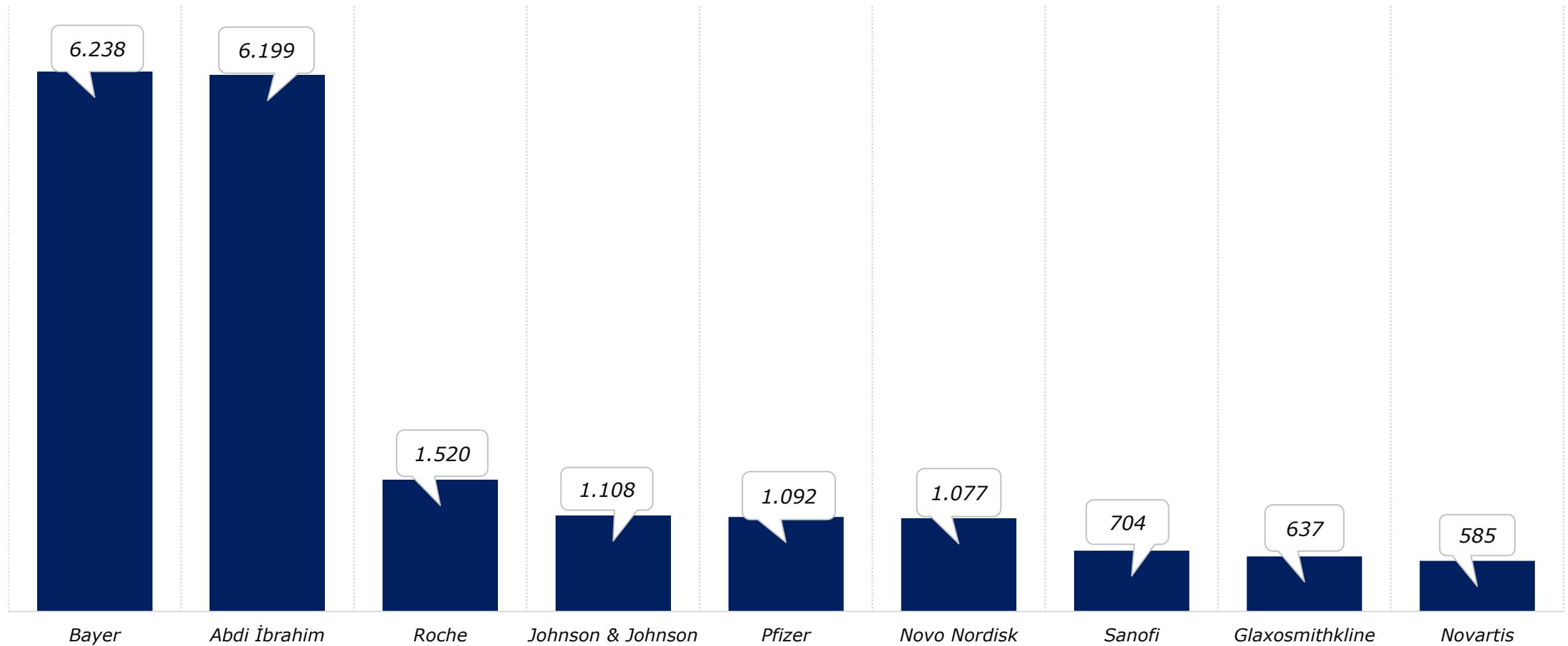
Published Articles in Impression Rate



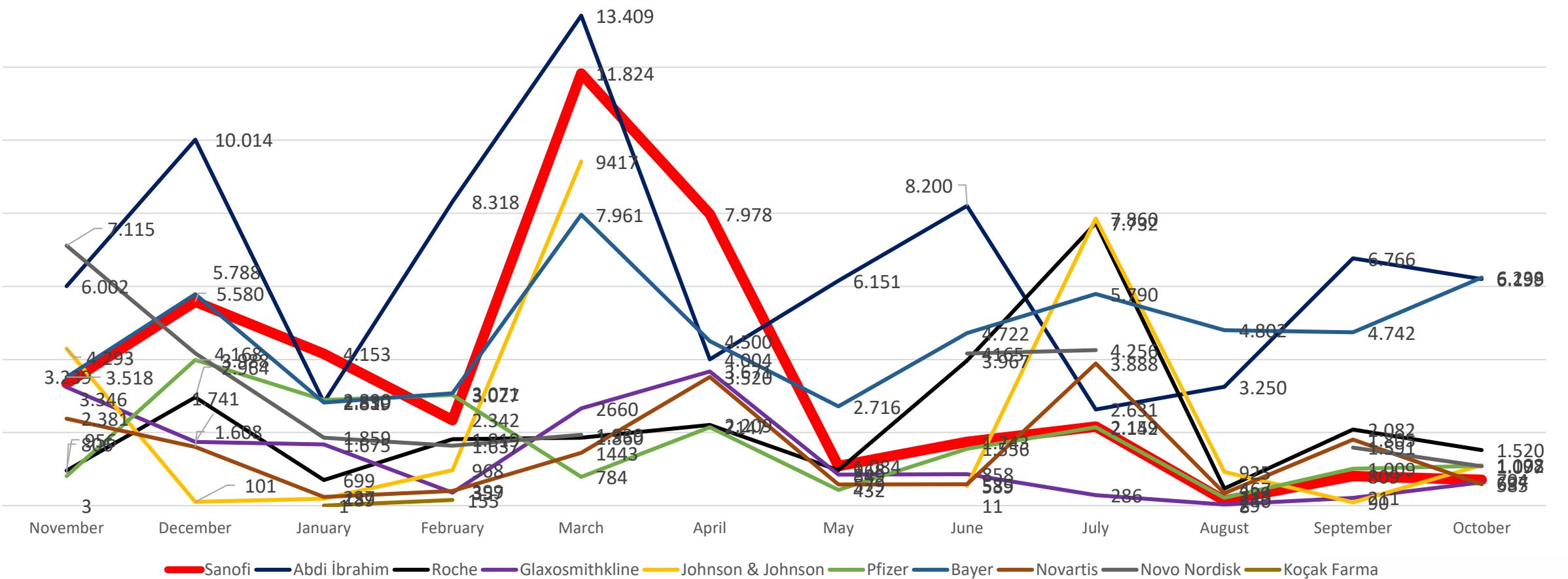
Published Articles in Impression Rate (Cumulative)



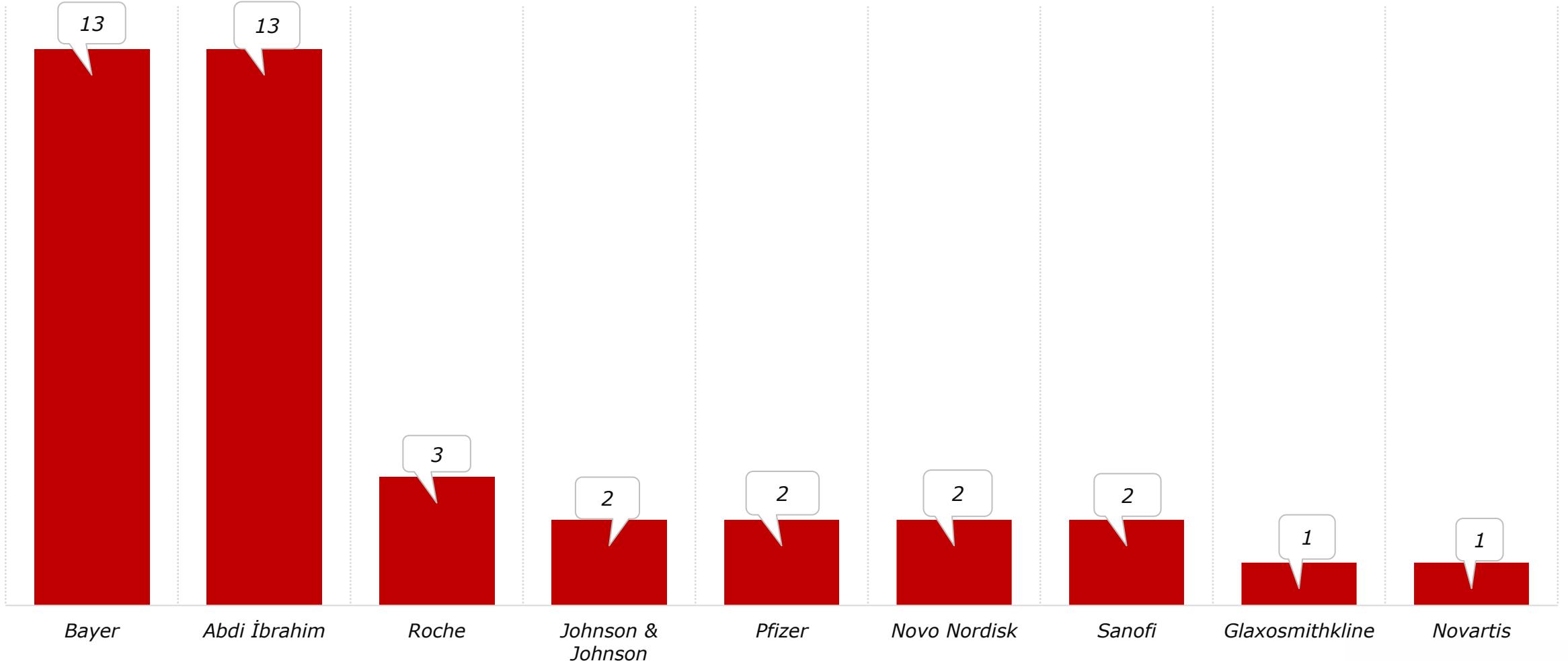
Published Articles in ColxCm Rate



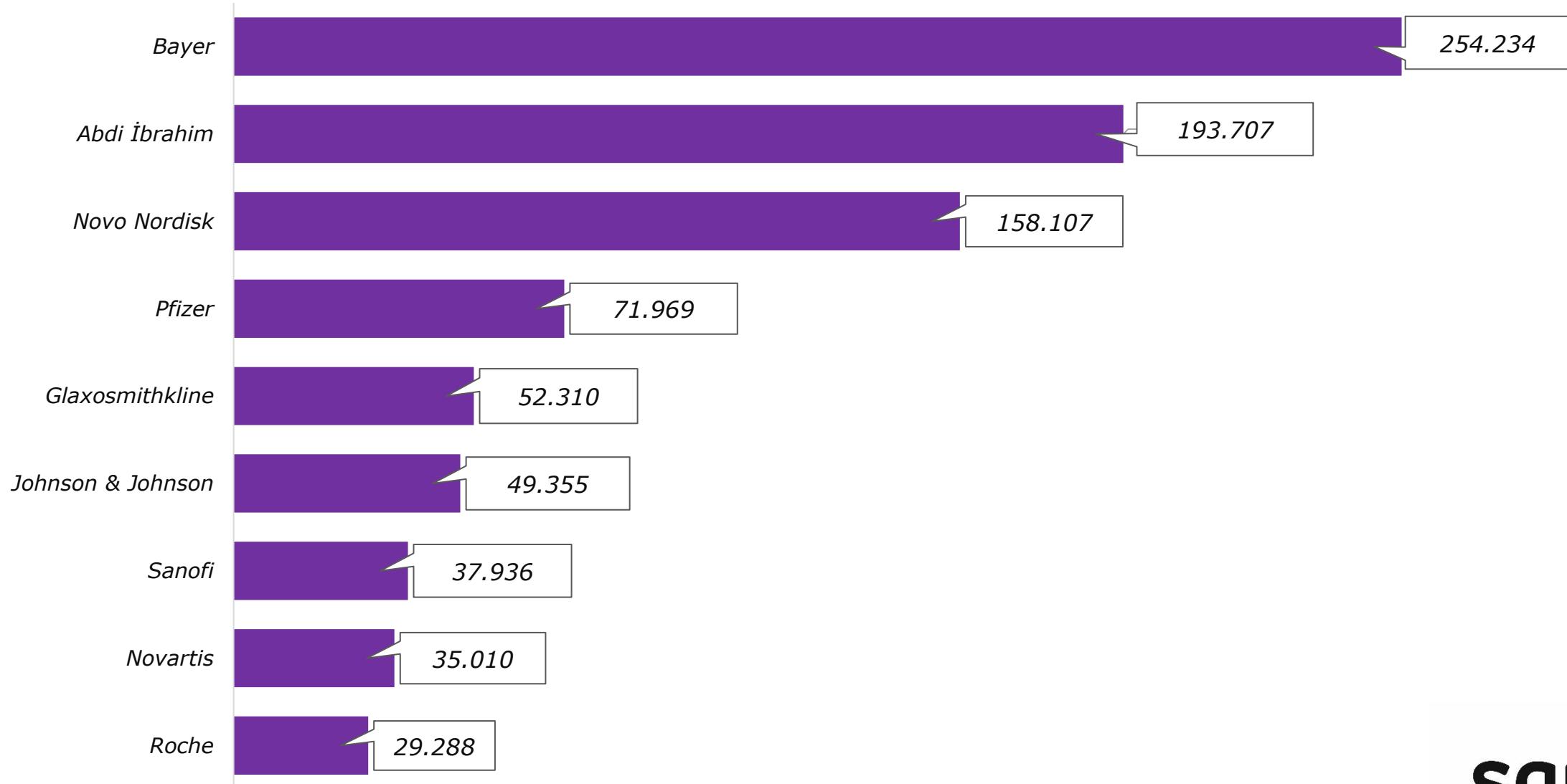
Published Articles in ColxCm Rate (Cumulative)



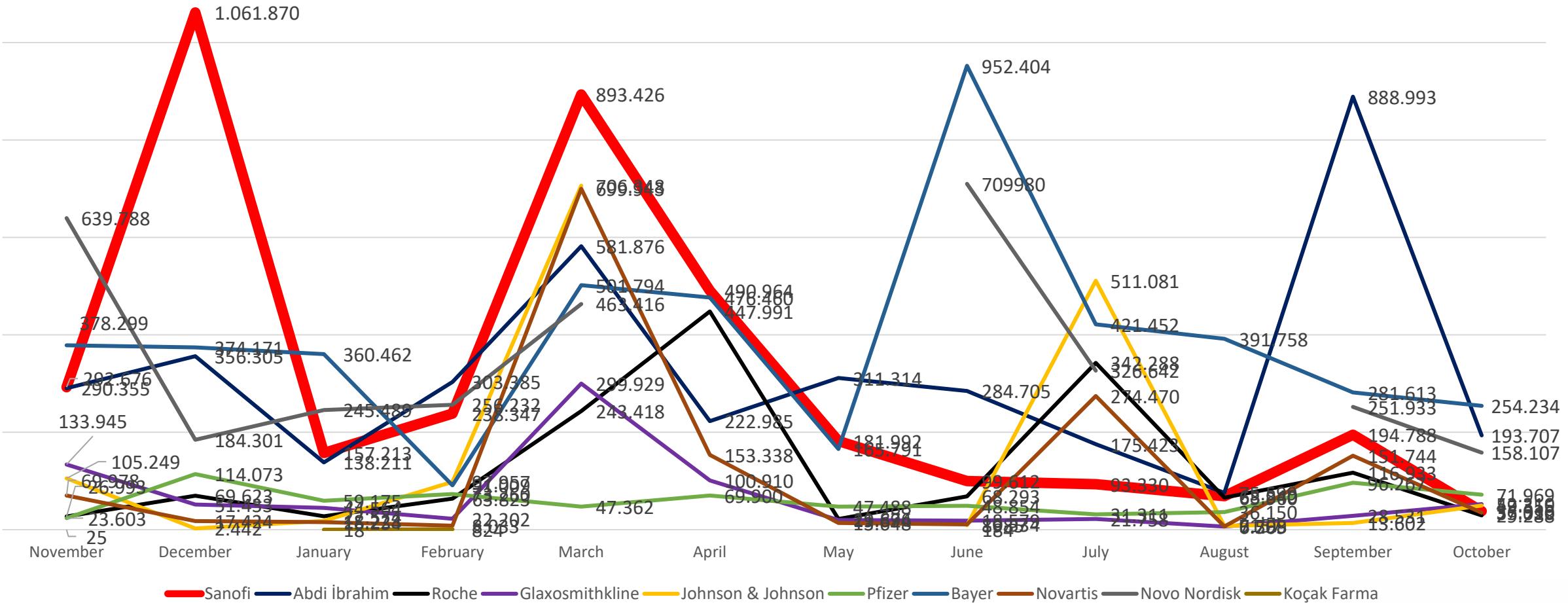
Published Articles in ColxCm Rate (Newspaper Size in Pages)



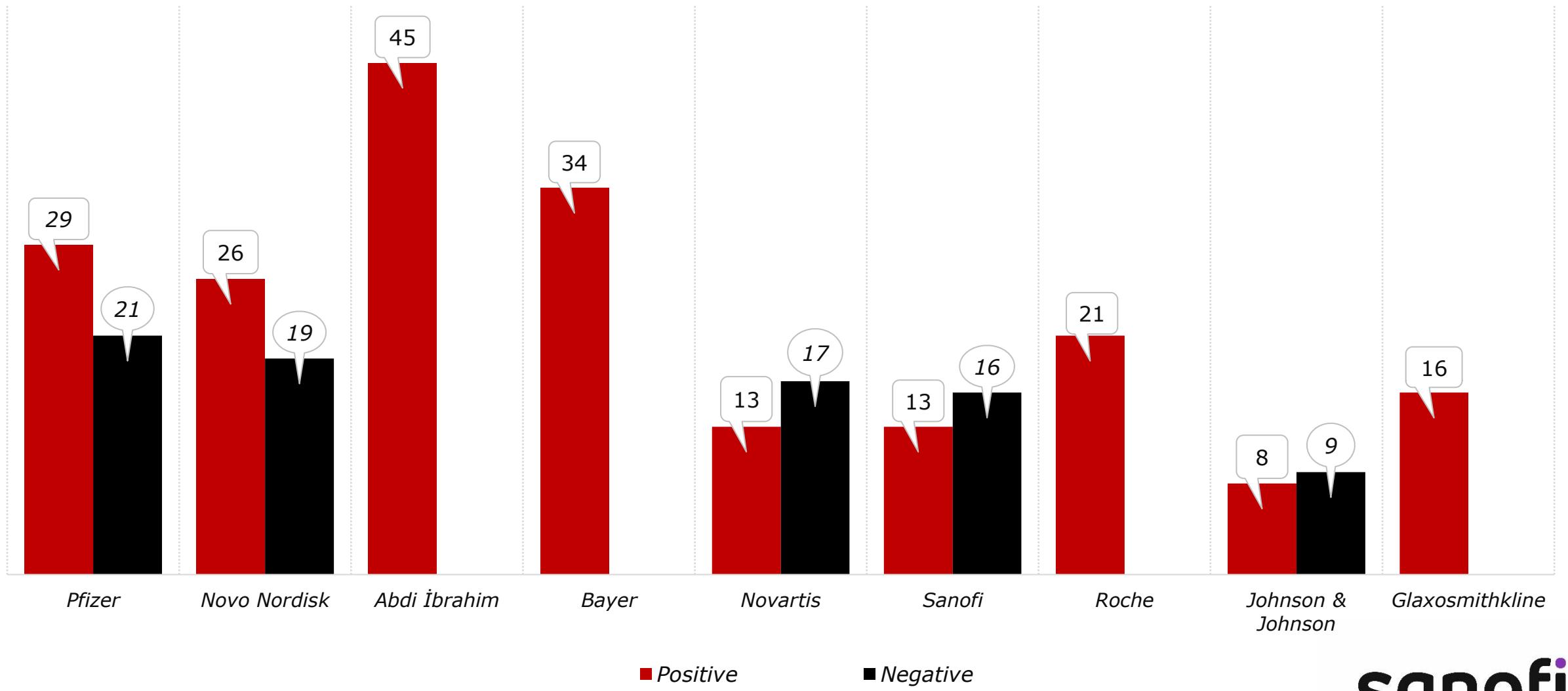
Companies by Advertisement Equivalent (TL)



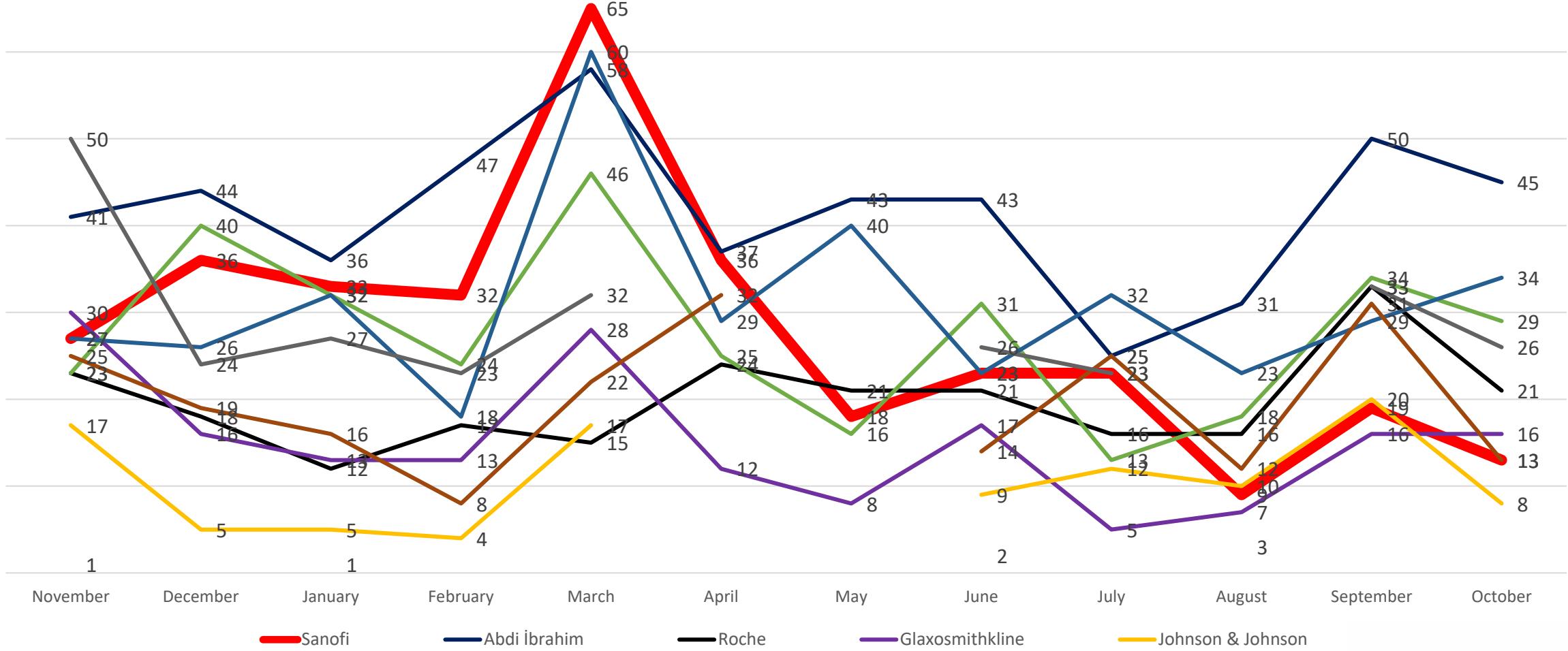
Companies by Advertisement Equivalent (Cumulative)



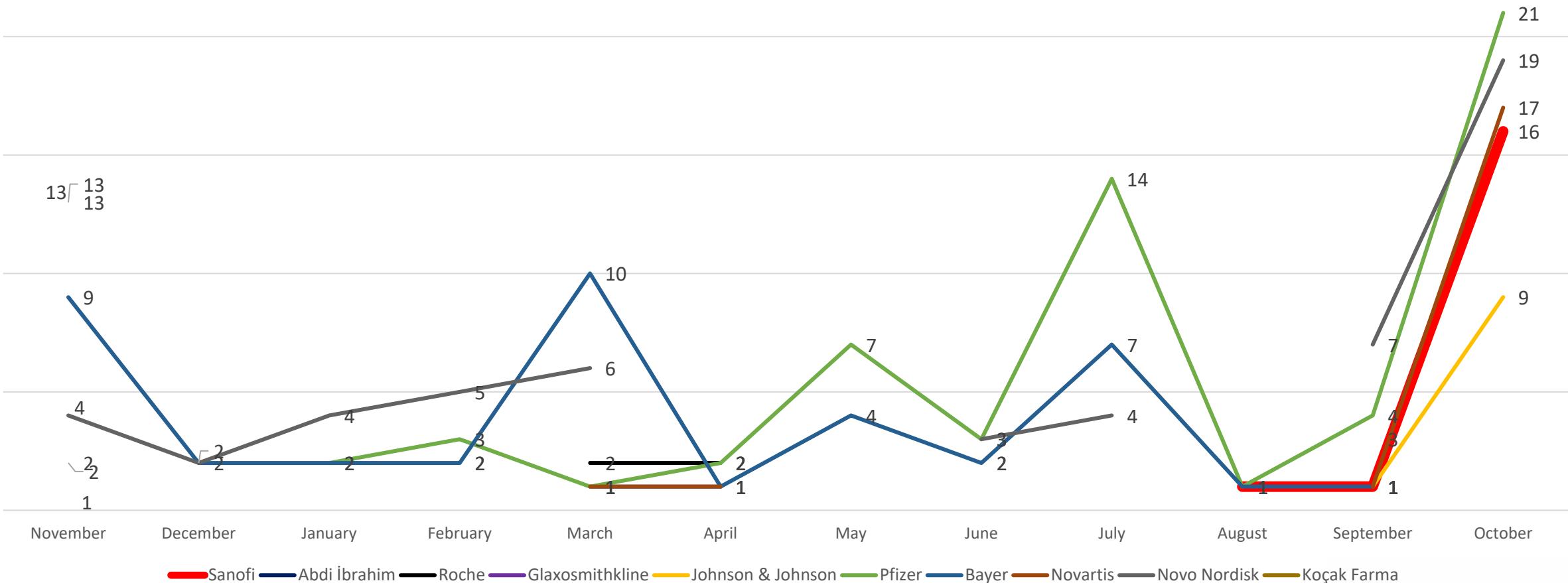
Companies by Tone Analysis



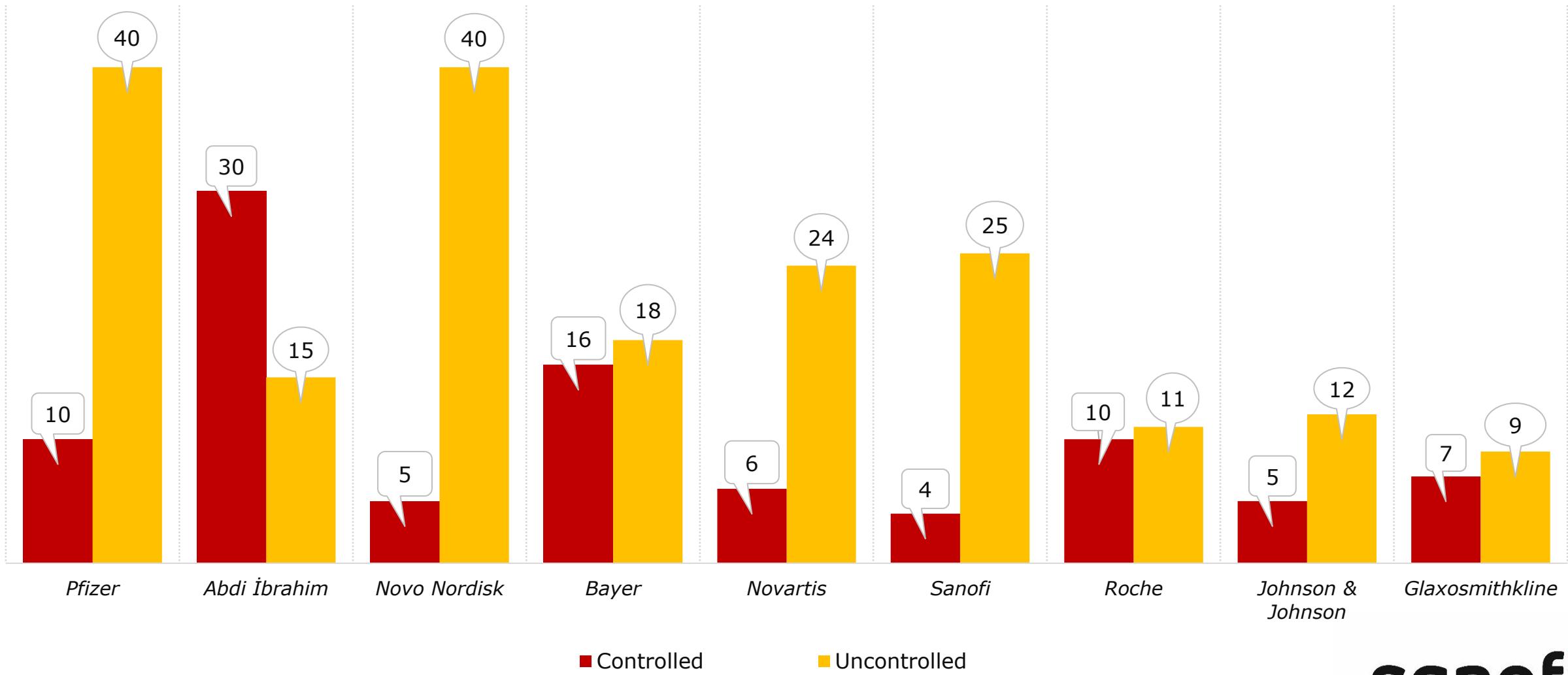
Companies by Tone Analysis (Cumulative Numbers Of Positive Clippings)



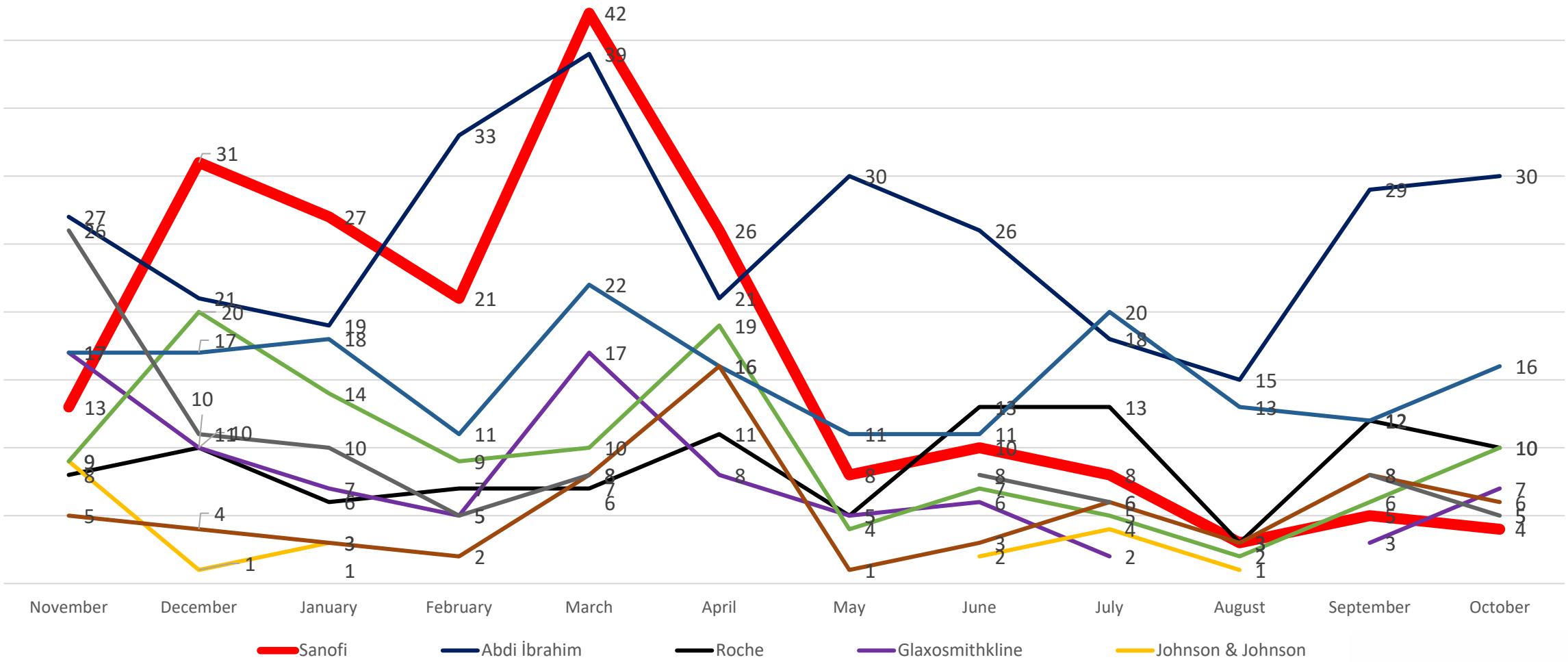
Companies by Tone Analysis (Cumulative Numbers Of Negative Clippings)



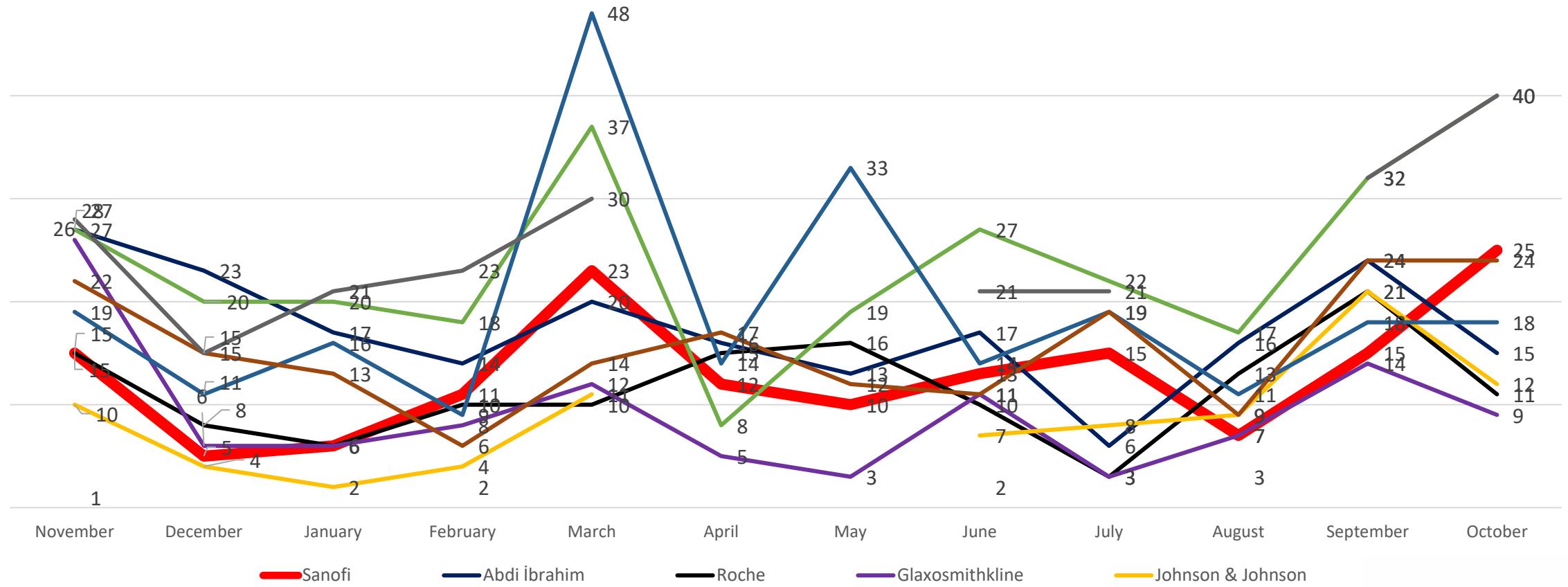
Companies by Control Analysis



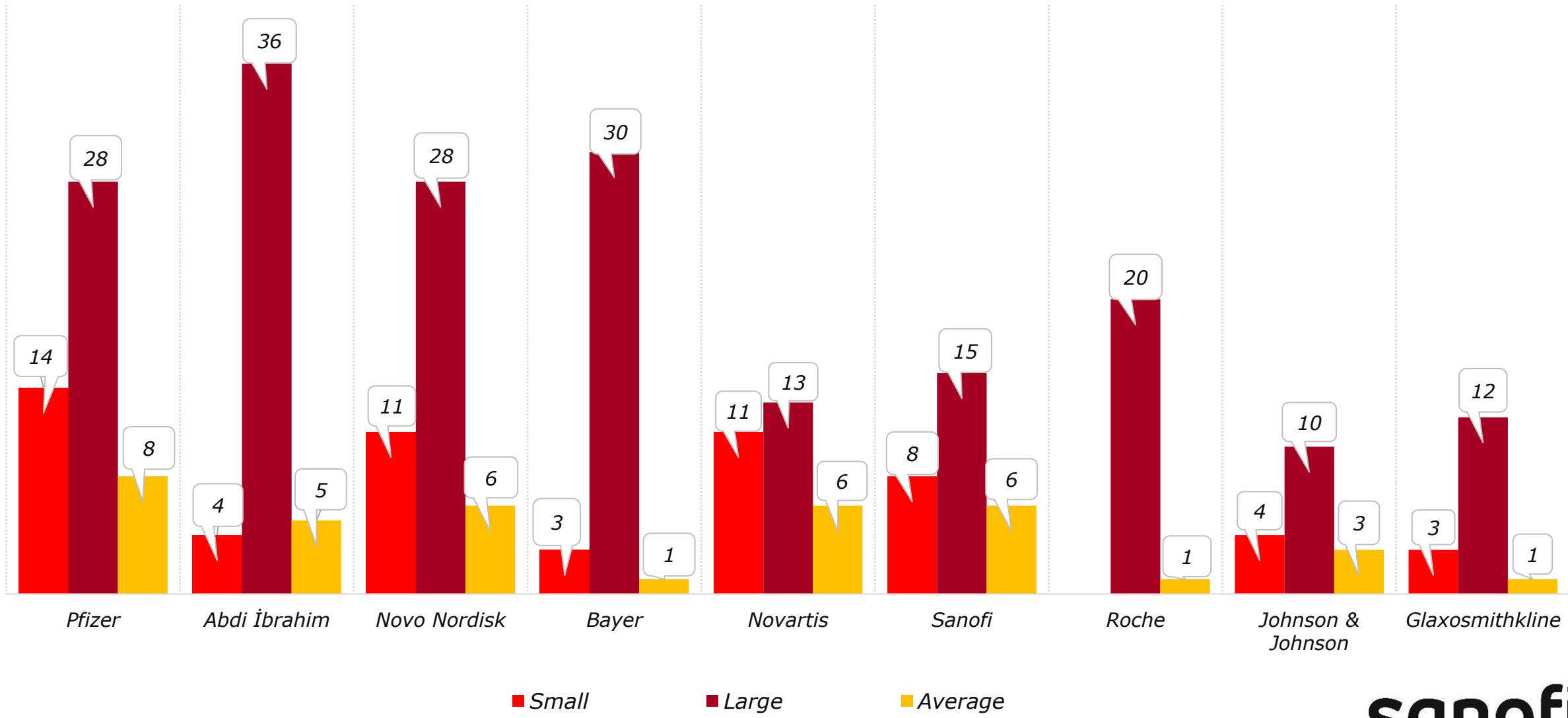
Companies by Control Analysis (Cumulative Numbers Of Controlled Clippings)



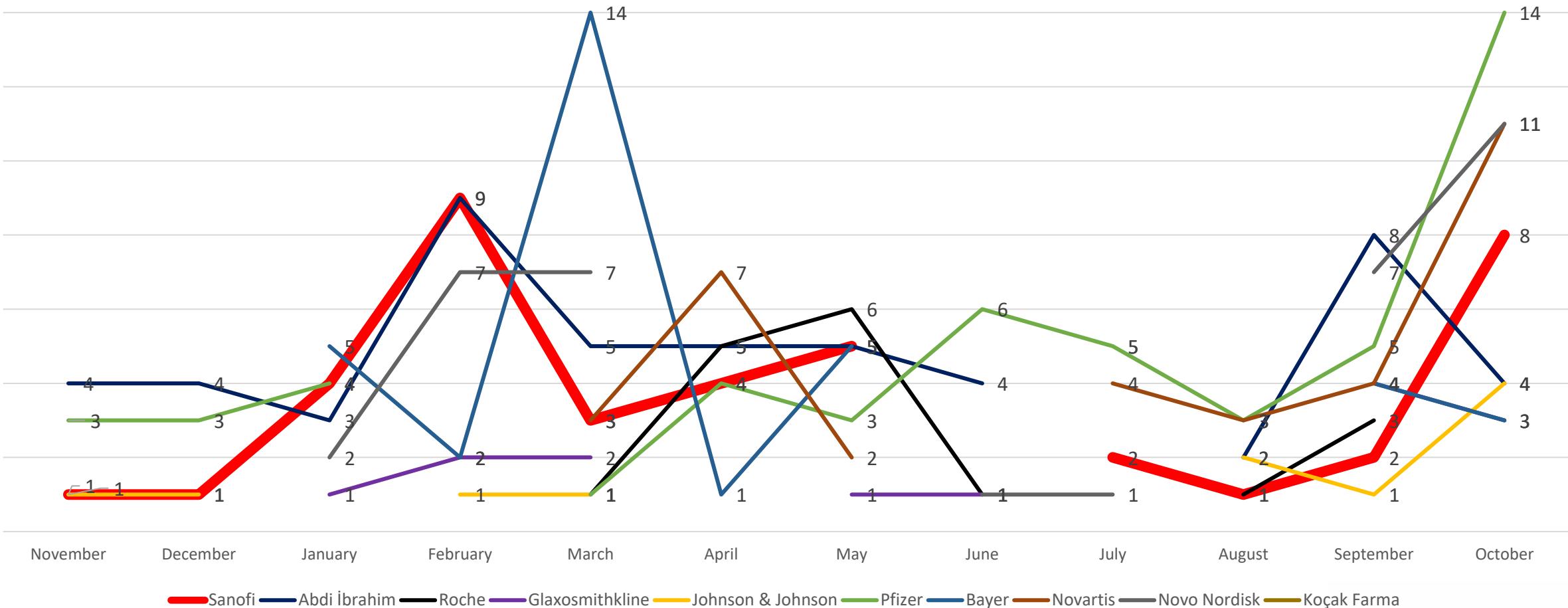
Companies by Control Analysis (Cumulative Numbers Of Uncontrolled Clippings)



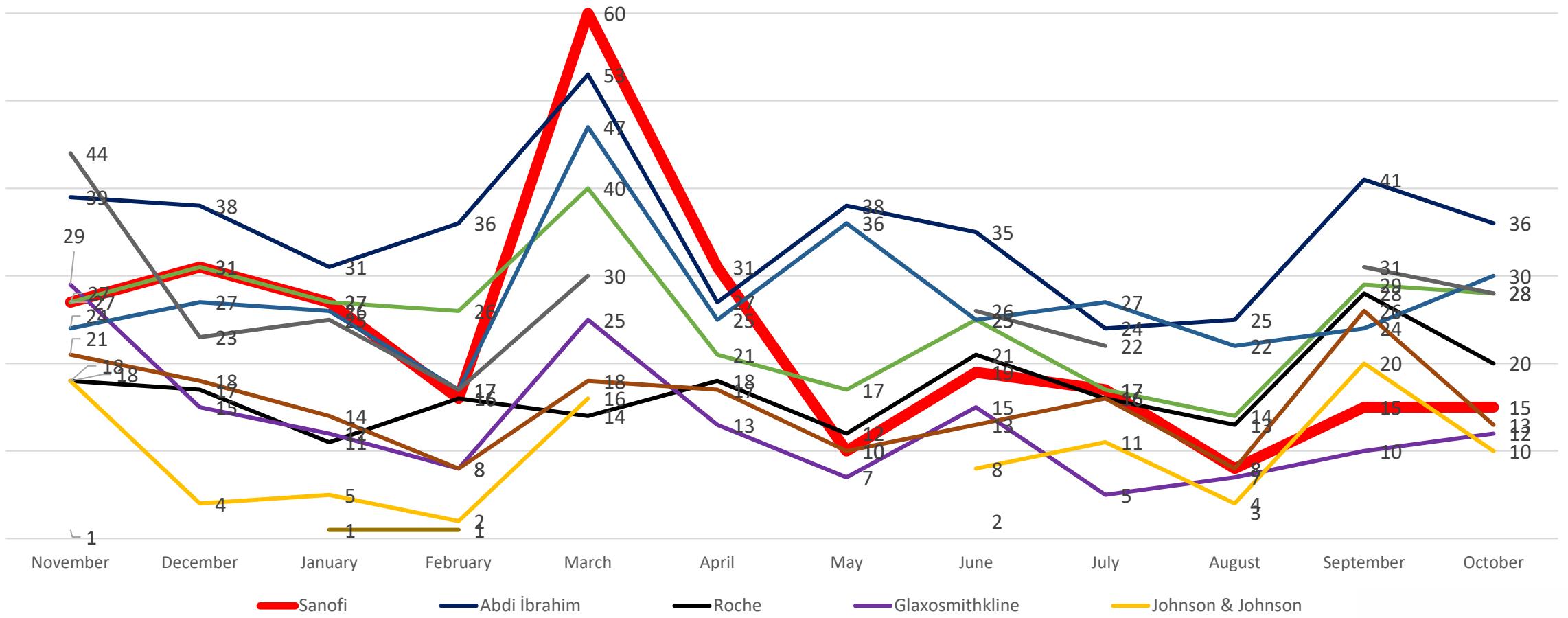
Distribution of Published Articles According to the Sizes



Distribution of Published Articles According to the Sizes (Cumulative Numbers Of Small Clippings)

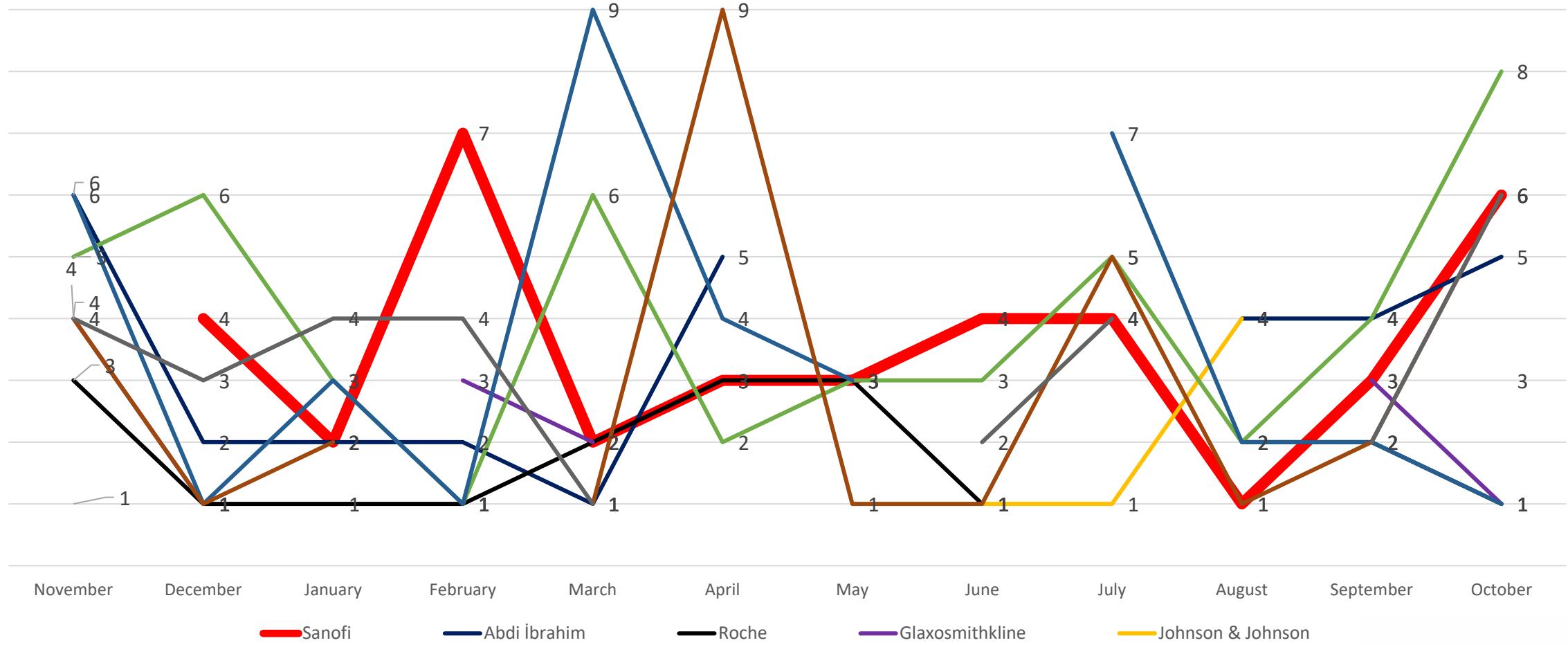


Distribution of Published Articles According to the Sizes (Cumulative Numbers Of Large Clippings)

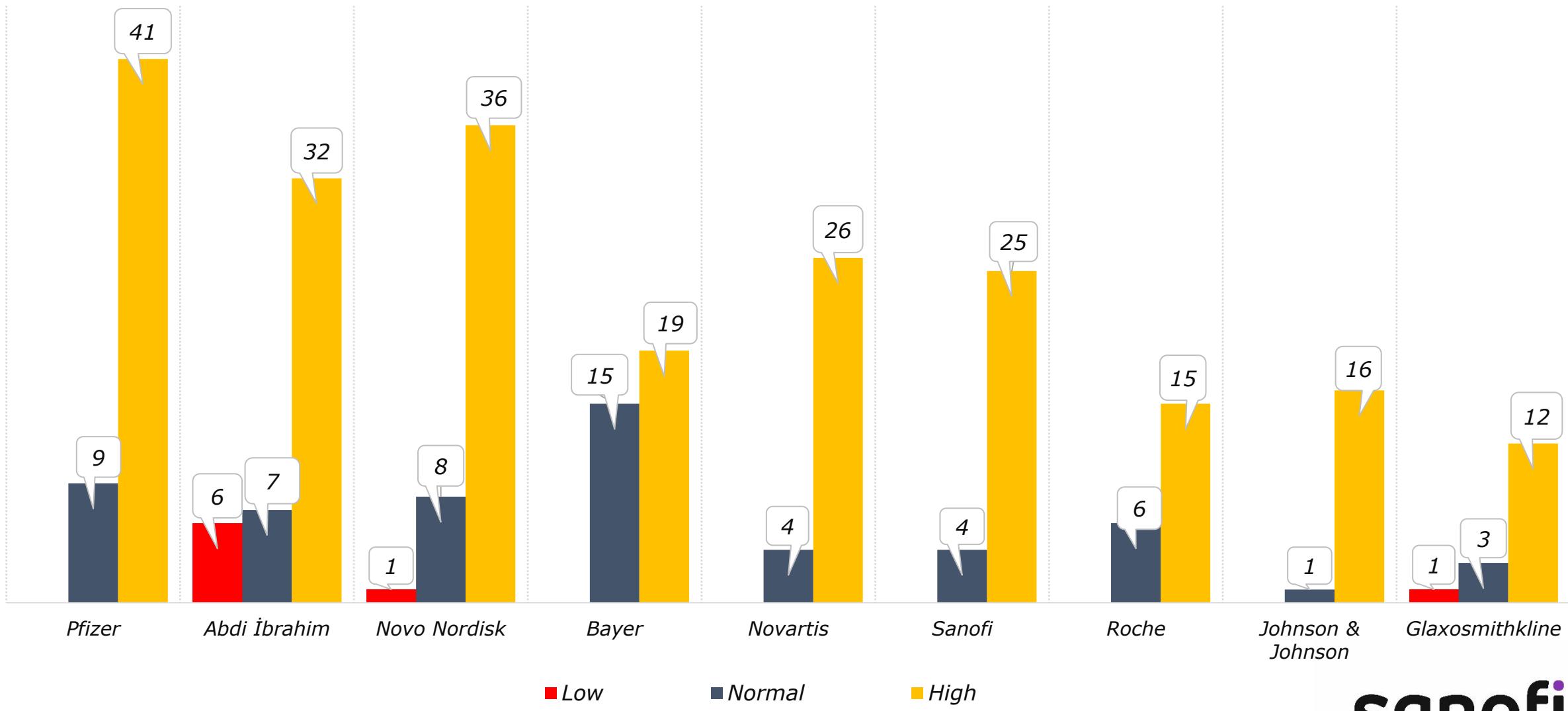


sanofi

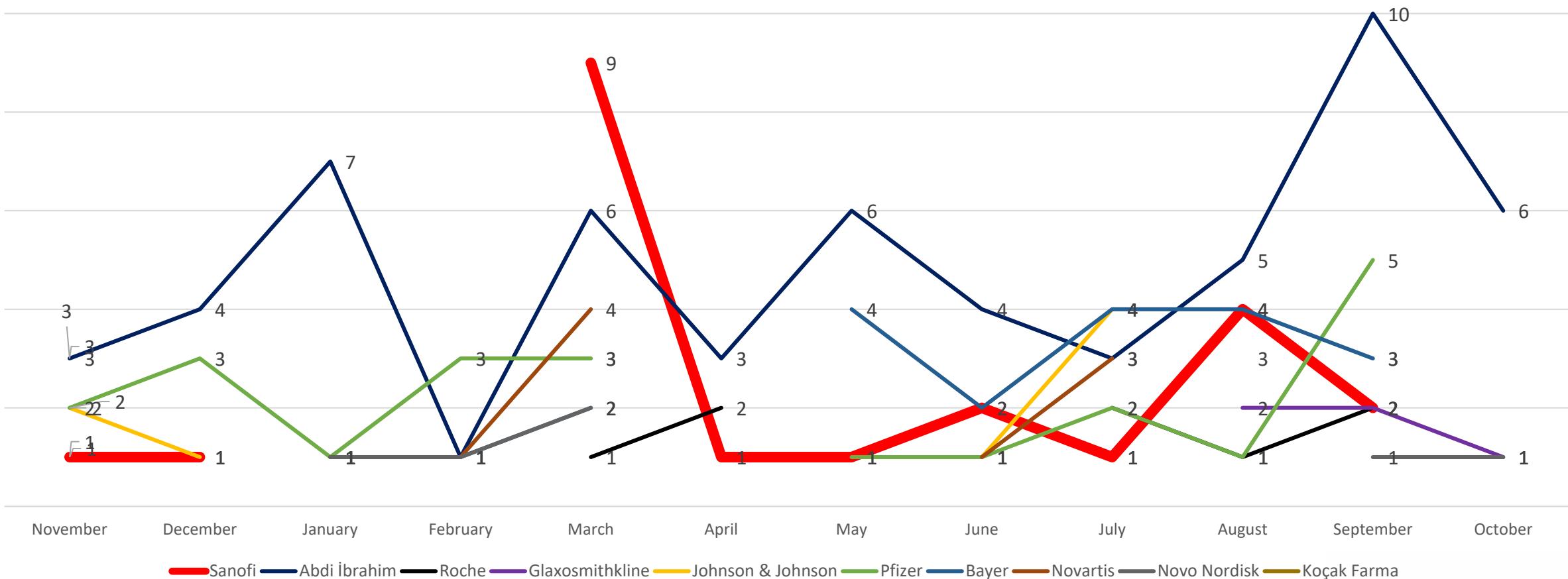
Distribution of Published Articles According to the Sizes (Cumulative Numbers Of Average Clippings)



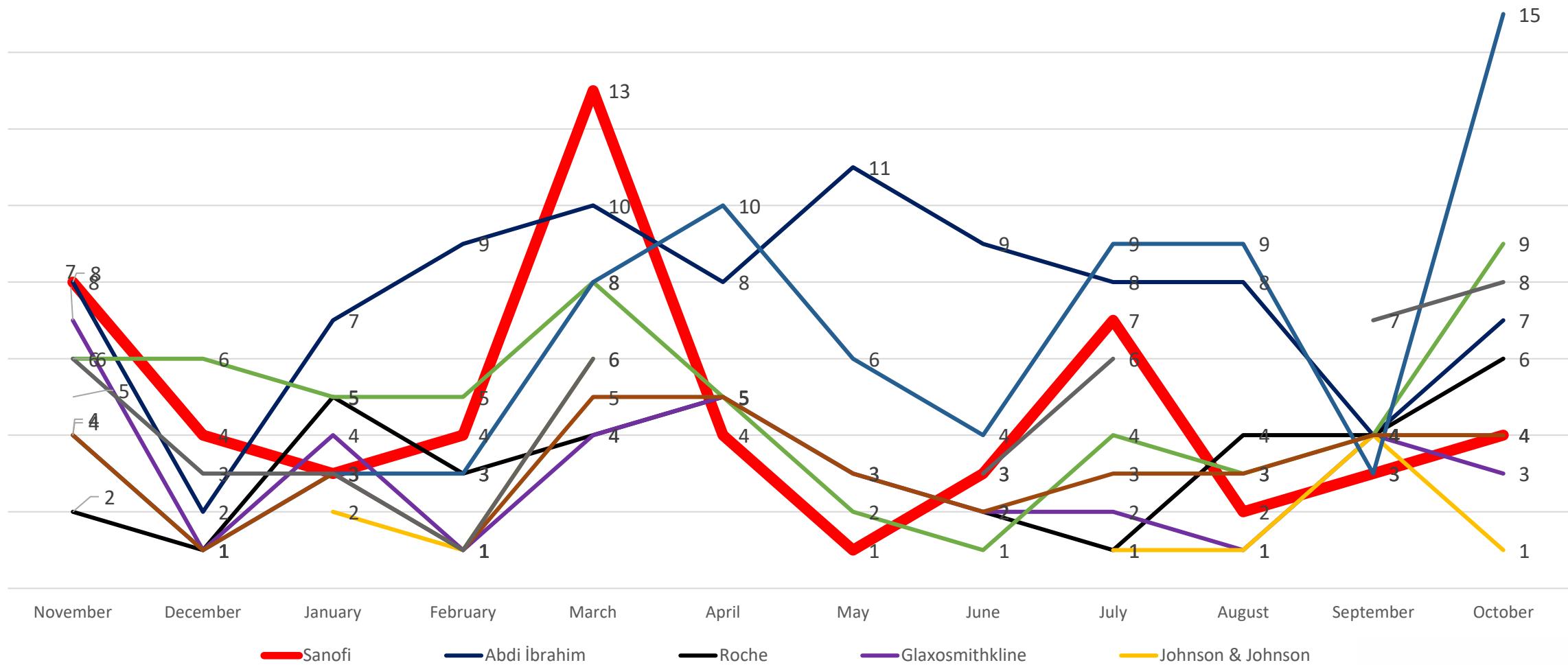
Perception Analysis of Companies



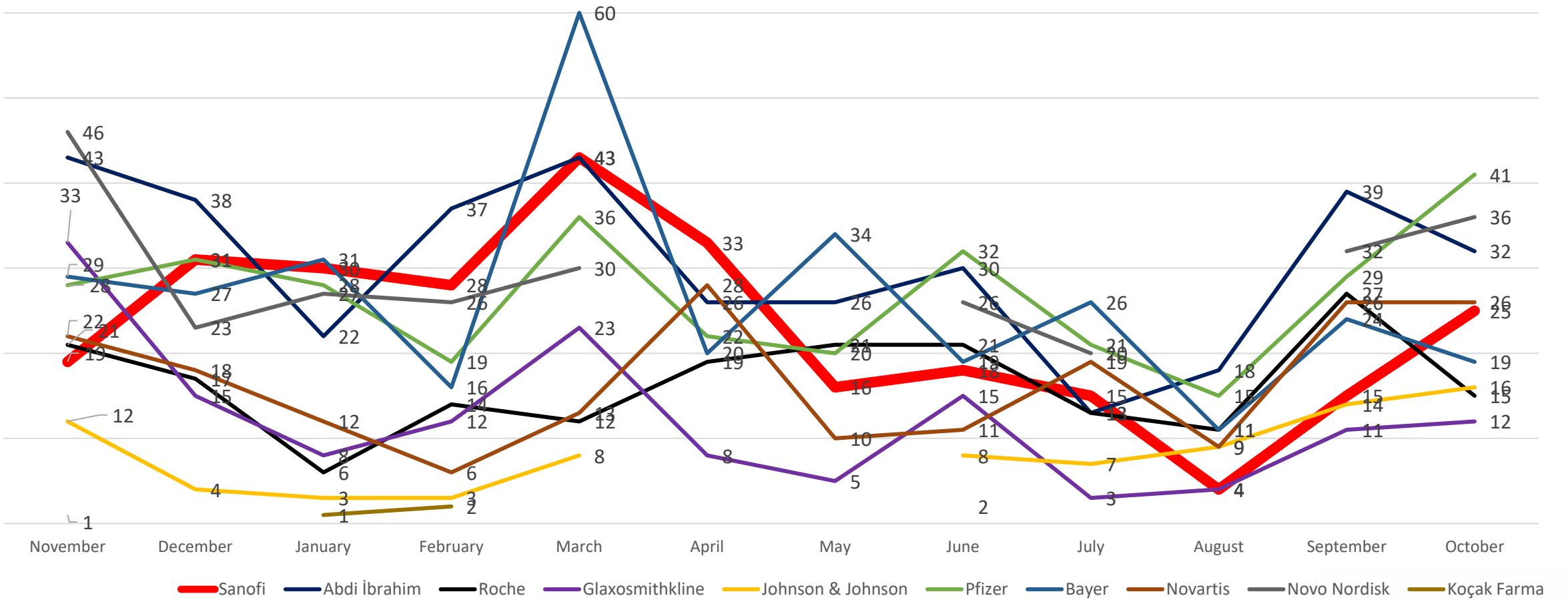
Perception Analysis of Companies (Cumulative Numbers Of Low Perception Clippings)



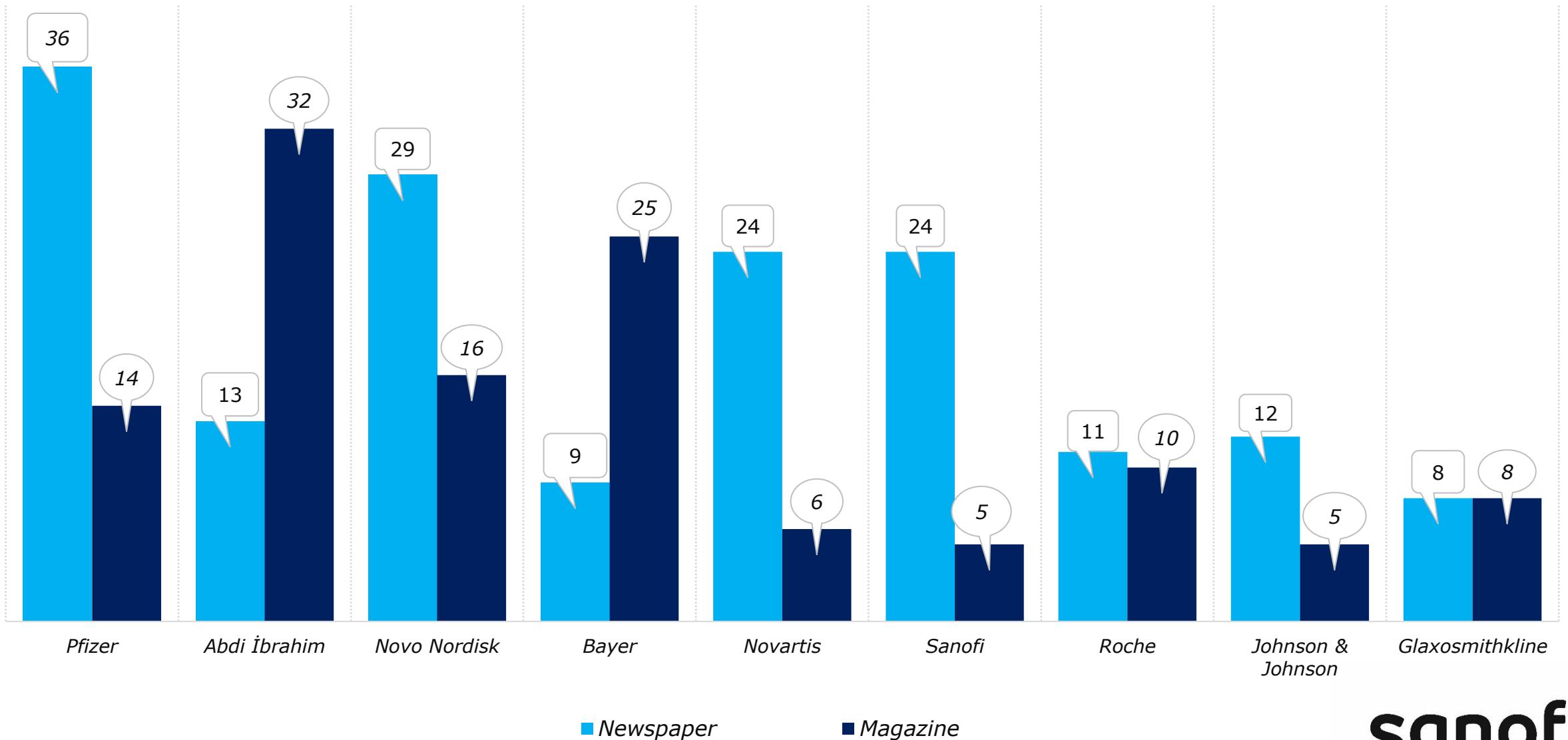
Perception Analysis of Companies (Cumulative Numbers Of Normal Perception Clippings)



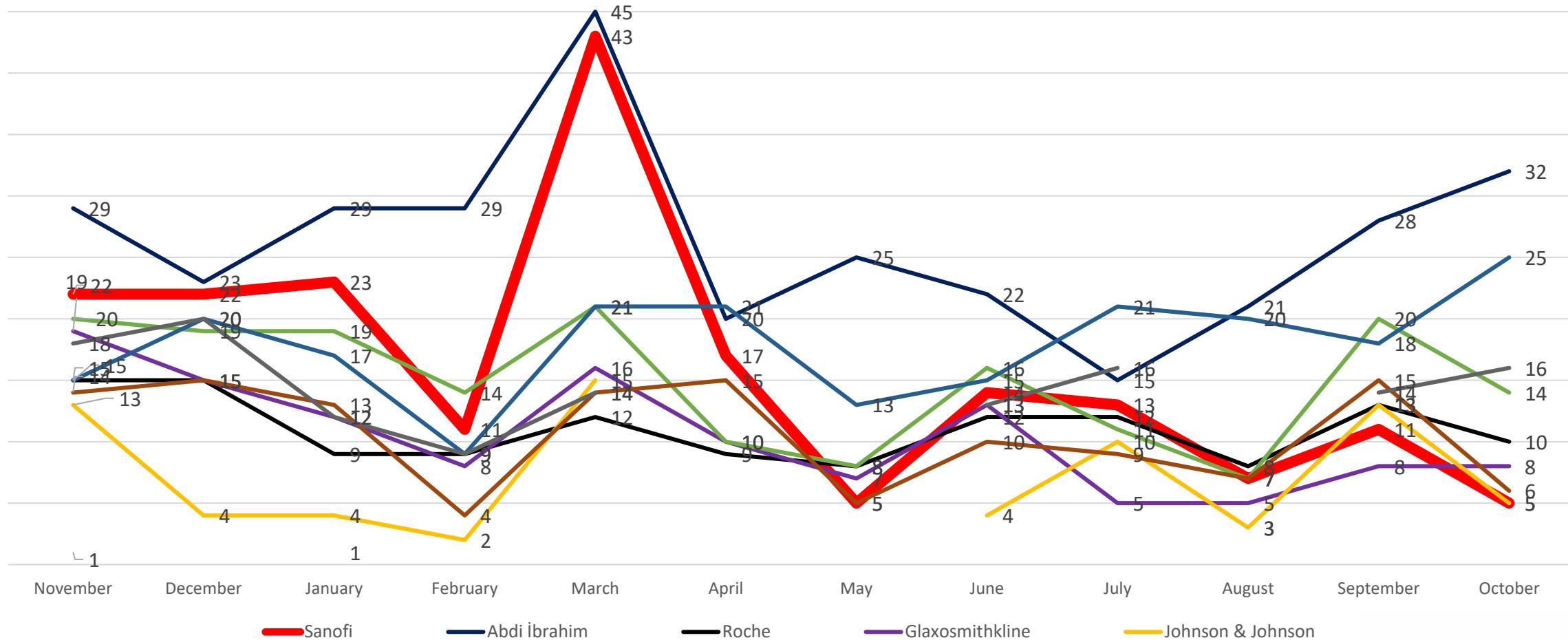
Perception Analysis of Companies (Cumulative Numbers Of High Perception Clippings)



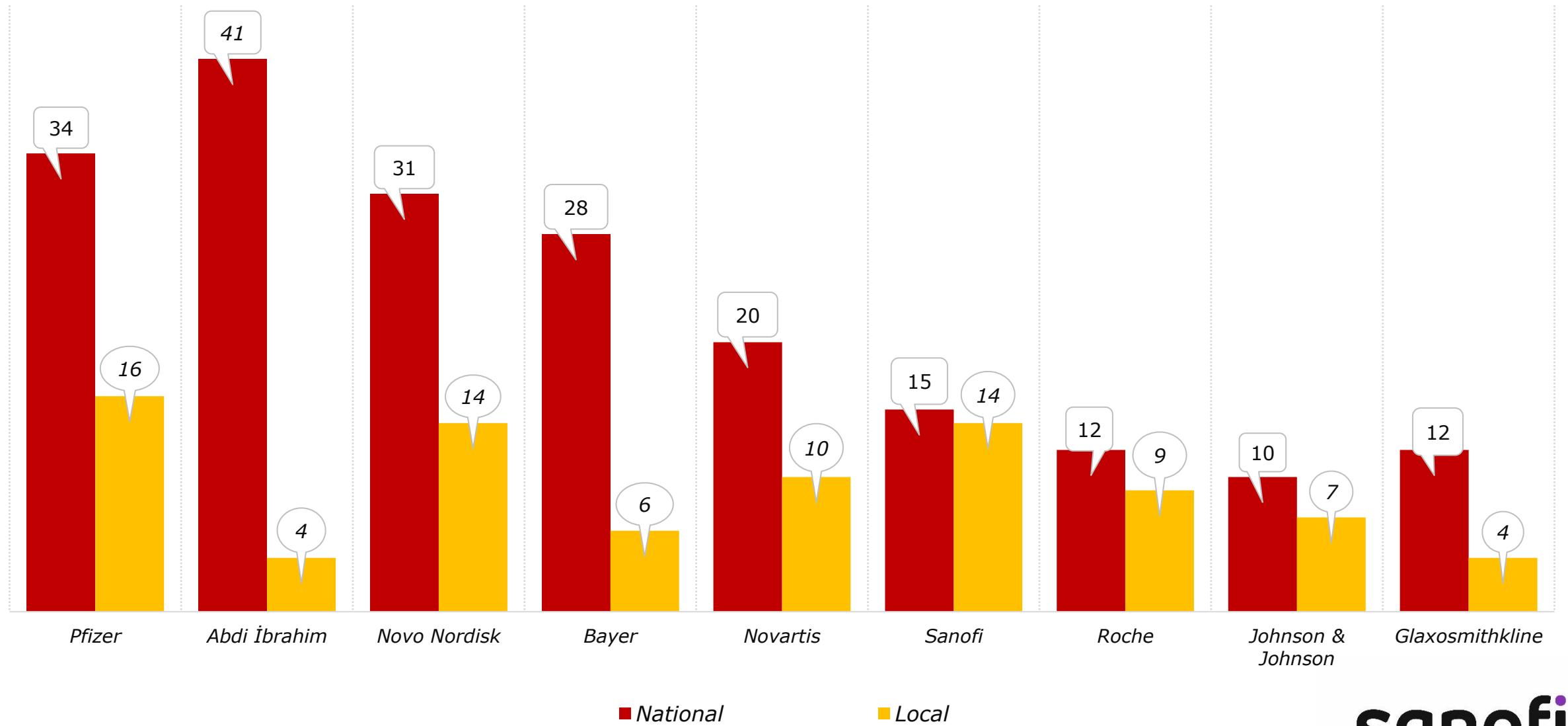
Distribution of Published Articles According to the Type



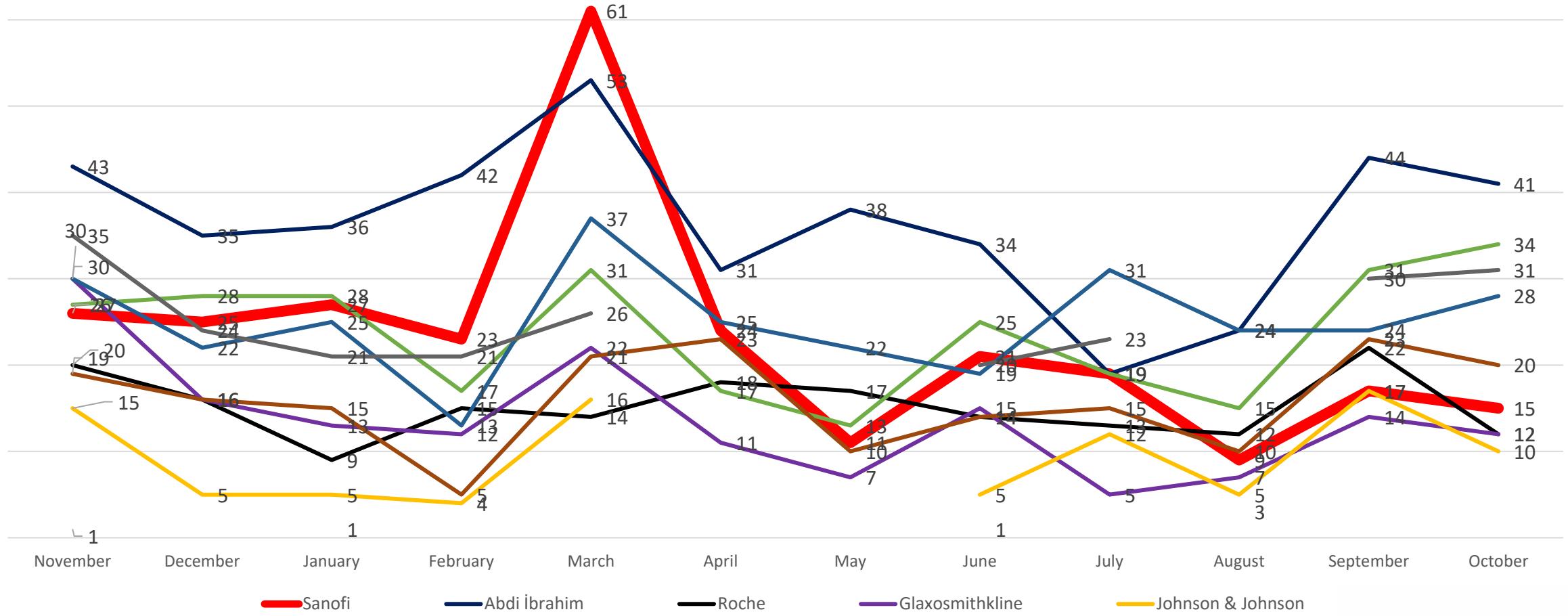
Distribution of Published Articles According to the Type (Cumulative Numbers Of Magazine Clippings)



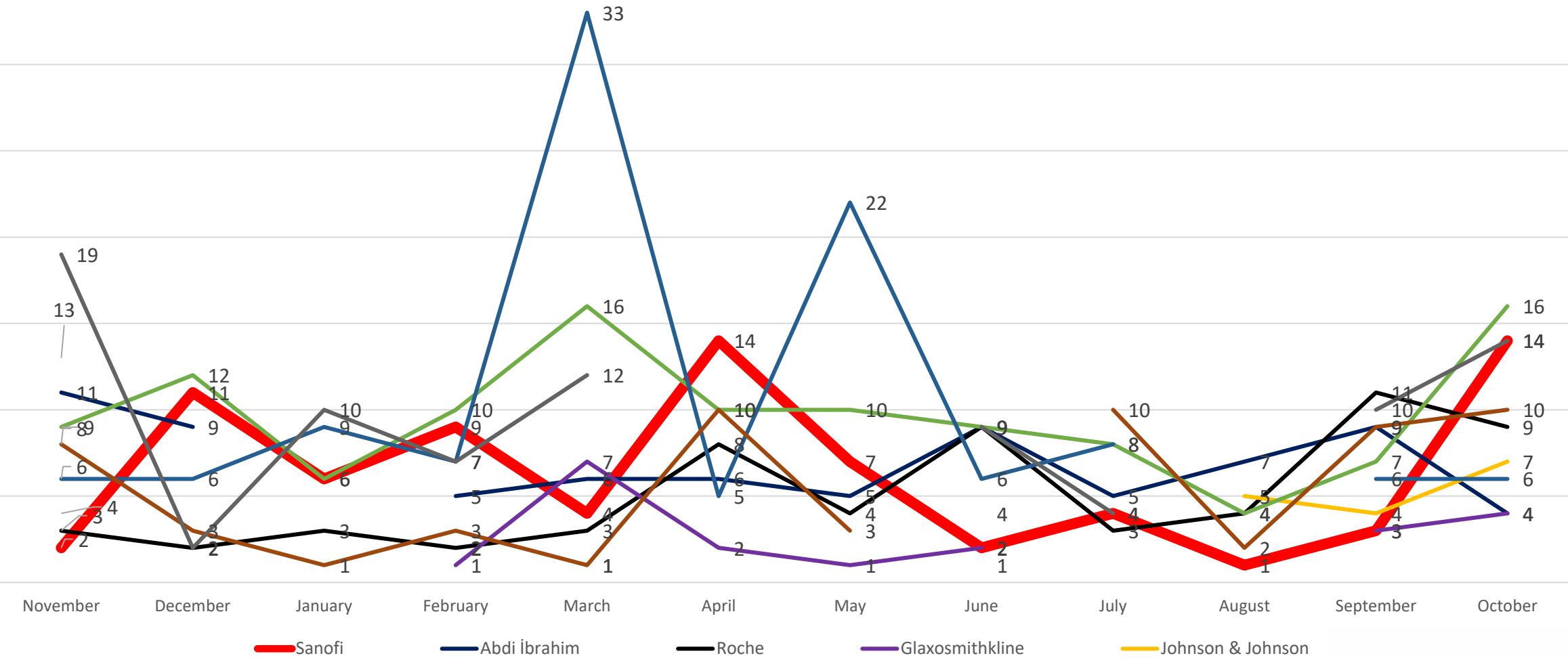
Distribution of Published Articles According to Publication Area



Distribution of Published Articles According to Publication Area (Cumulative Numbers Of National Clippings)



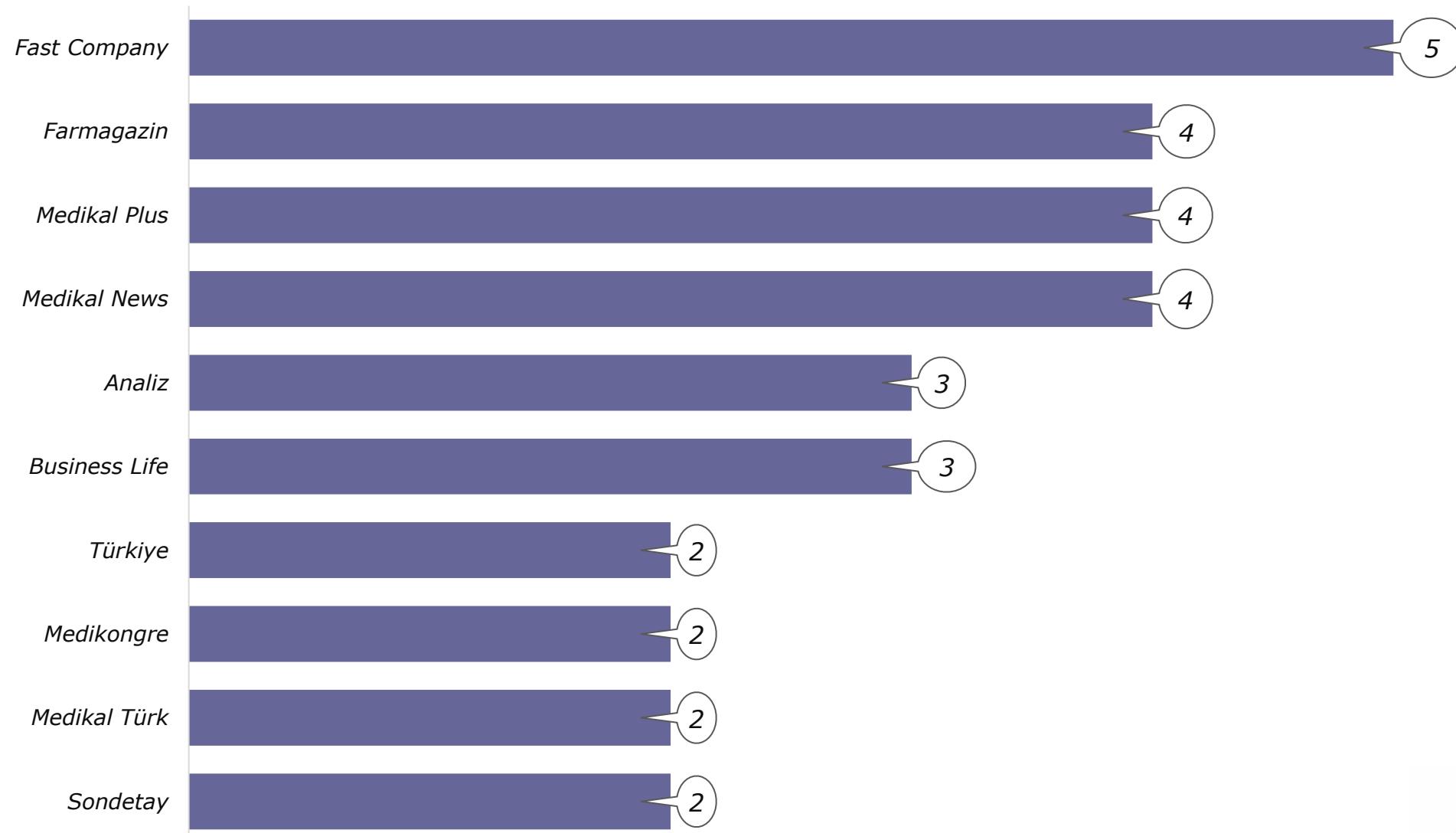
Distribution of Published Articles According to Publication Area (Cumulative Numbers Of Local Clippings)



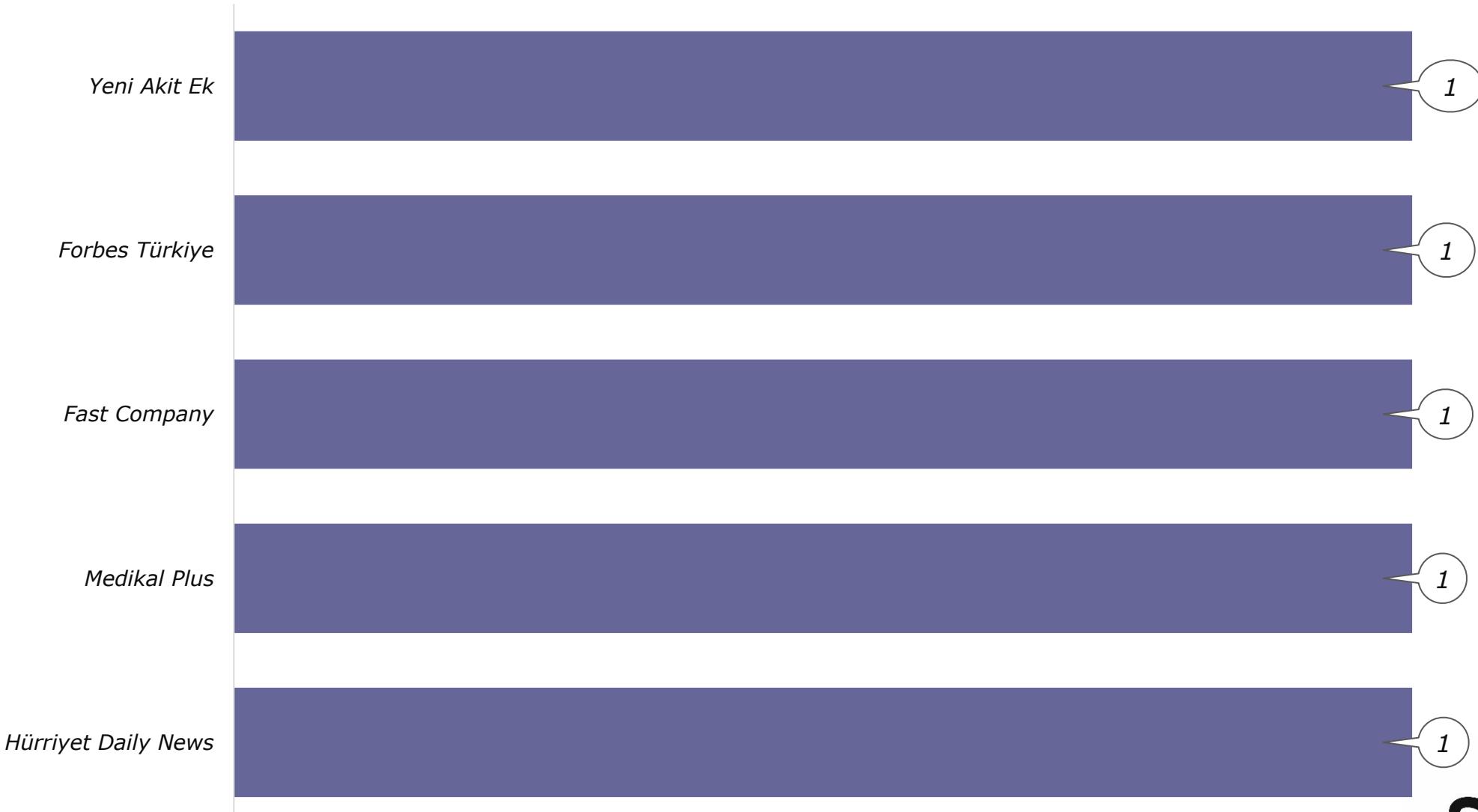
Top Pubnames By Number Of Clips (Sanofi)



Top Pubnames By Number Of Clips (Abdi İbrahim)



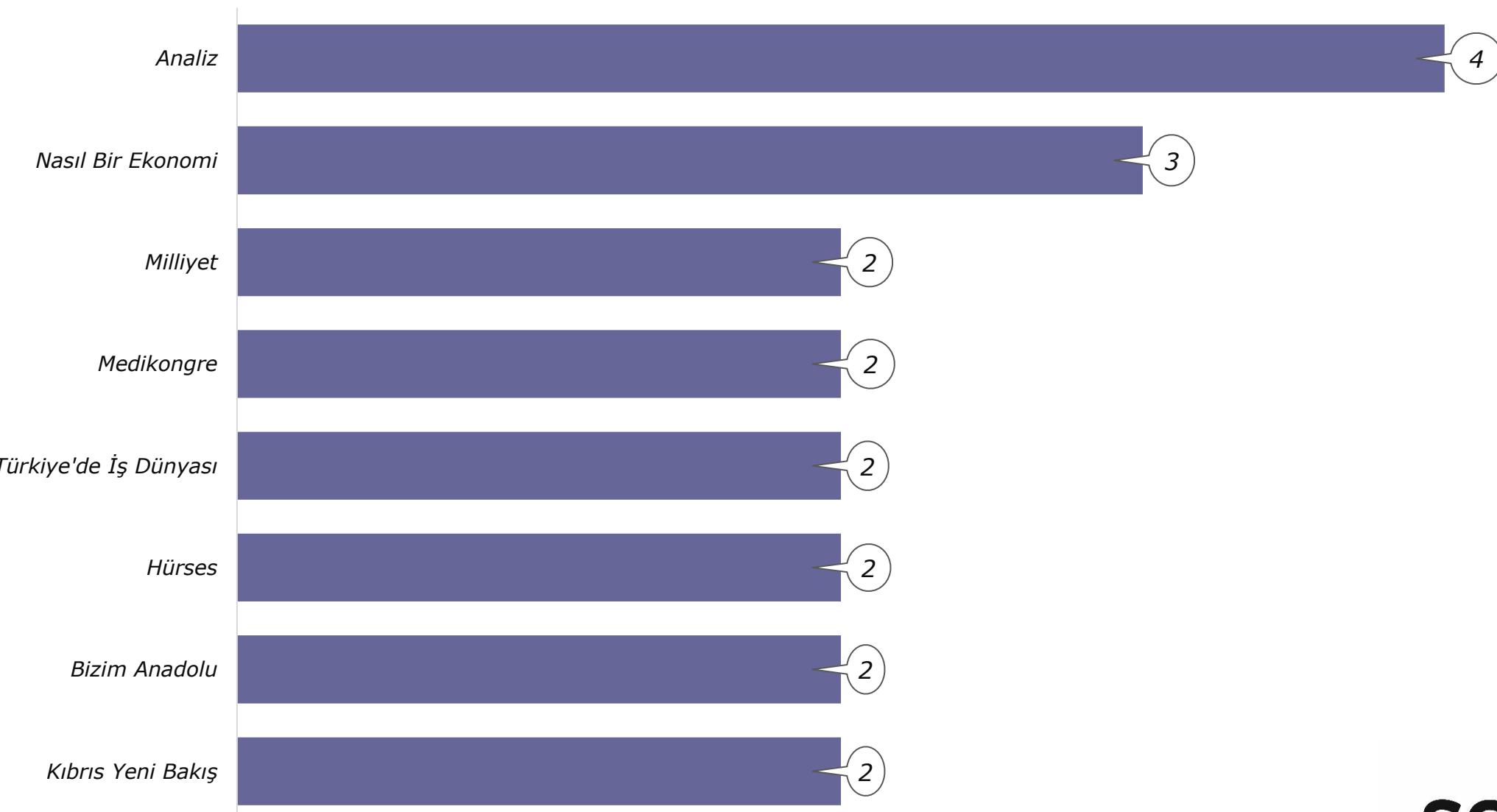
Top Pubnames By Number Of Clips (Roche)



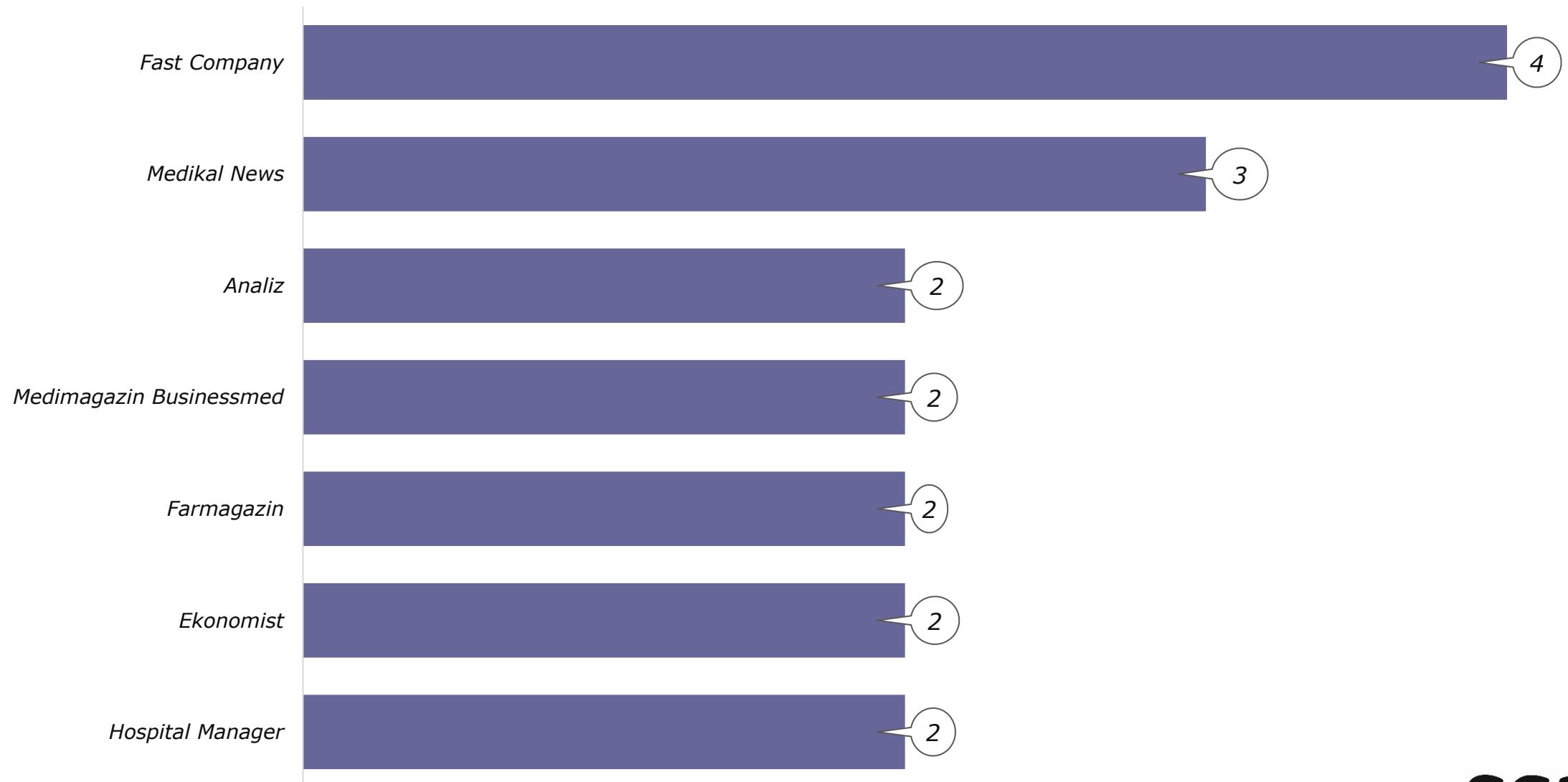
Top Pubnames By Number Of Clips (Glaxosmithkline)



Top Pubnames By Number Of Clips (Pfizer)



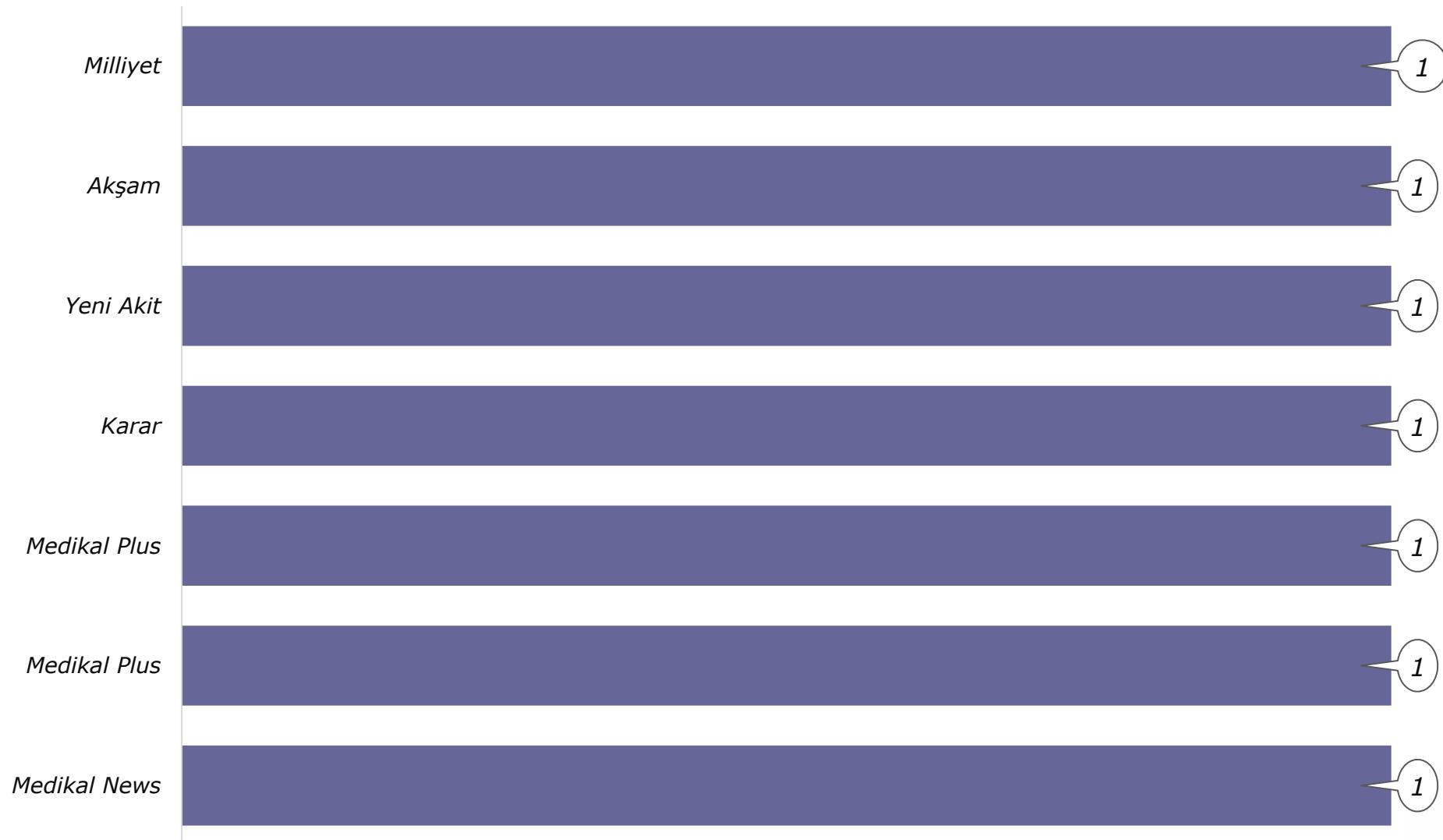
Top Pubnames By Number Of Clips (Bayer)



Top Pubnames By Number Of Clips (Novartis)



Top Pubnames By Number Of Clips (Johnson & Johnson)



Top Events By Number Of Clips (Sanofi)

The Competition Authority Imposing Fines On Companies, Mostly Operating In The Pharmaceutical Sector And Including Sanofi, Due To "No-Poaching Agreements And Sensitive Information Sharing"

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Berrak Dinçtürk Uğrubar's Appointment As Sanofi Eurasia People And Culture Business Partner

3

Sanofi Eurasia Region President Cem Öztürk Being Among The Participants Of Bioexpo 2025

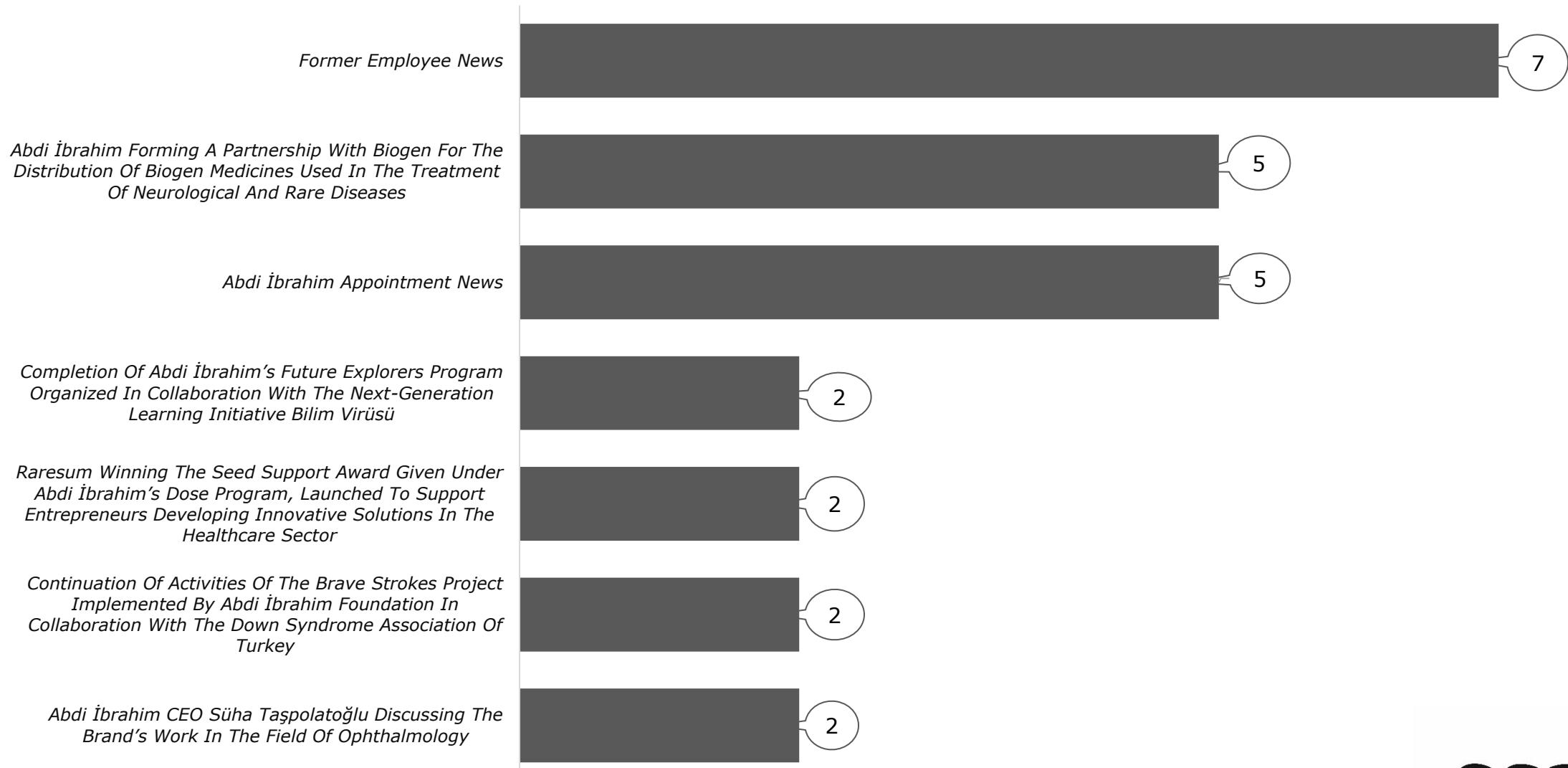
3

Former Employee News

2



Top Events By Number Of Clips (Abdi İbrahim)



Top Events By Number Of Clips (Roche)

Roche Turkey's Support For The Meeting On "Social Value Research In Breast Cancer" Organized For Breast Cancer Awareness

7

Roche Being Among The Participants Of The Sencard Games Football Tournament

2

sanofi

Top Events By Number Of Clips (Glaxosmithkline)

Tuğbay Ekinli's Appointment As Legal Leader And Vice President Responsible For GSK's International Region

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Former Employee News

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Beste Erkutay's Appointment As GSK Turkey Ethics And Compliance Lead

2

sanofi

Top Events By Number Of Clips (Pfizer)

The Competition Authority Imposing Fines On Companies, Including Pfizer, Operating Mostly In The Pharmaceutical Sector Due To "No-Poaching Agreements And Sensitive Information Sharing"

The Non-Transparent Vaccine Text Messages Between EU Commission President Von Der Leyen And Pfizer CEO Albert Bourla Being Associated With Corruption Allegations

Former Employee News

Pfizer Turkey Continuing The Activities Of The "Science Will Win With Youth" Project Carried Out In Cooperation With The Science Heroes Association

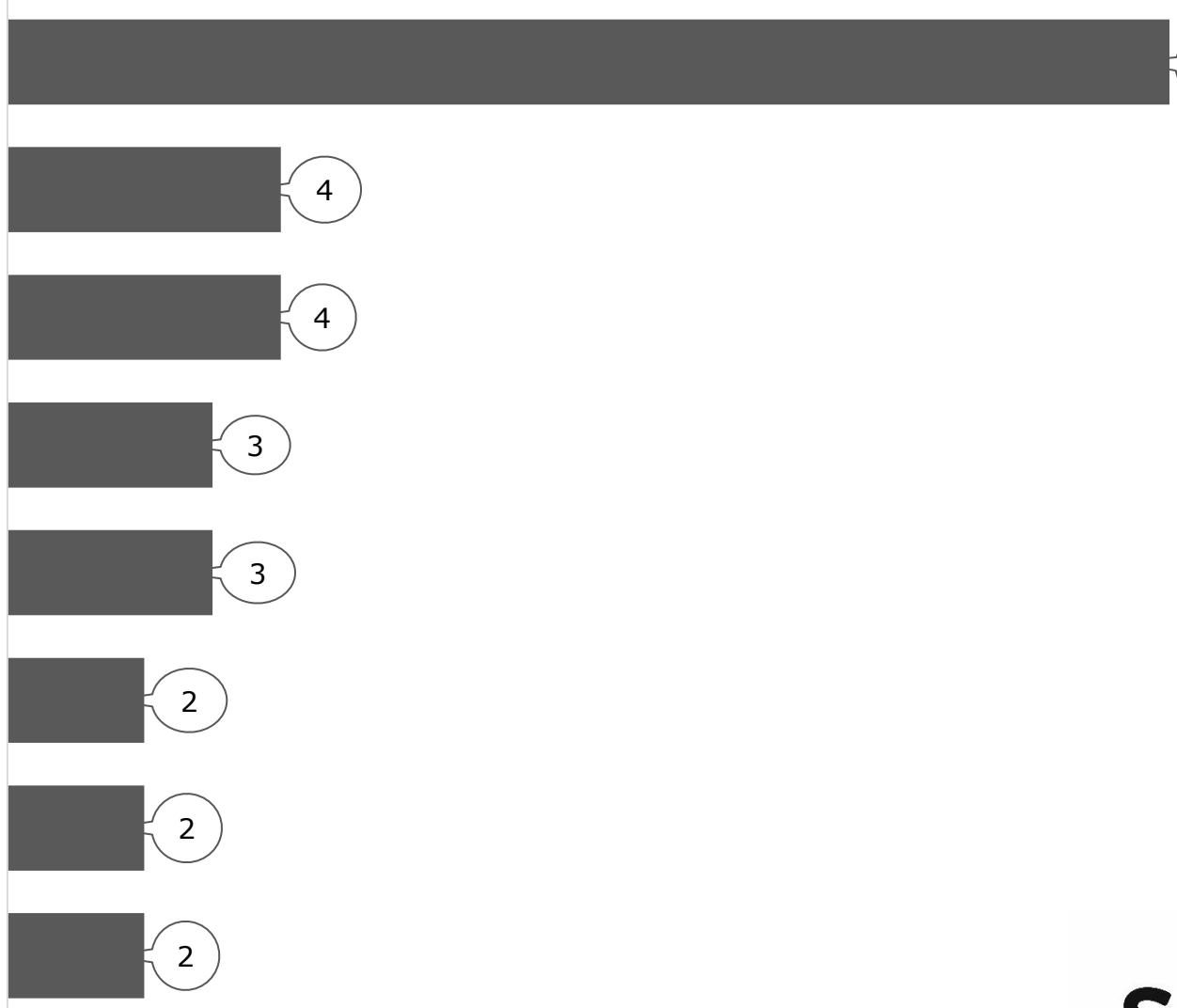
Kemal Kendir's Appointment As Pfizer Middle East, Russia And Africa Regional Medical Lead

A University Of Florida Study Revealing That Cancer Patients Who Received The Pfizer Covid Vaccine Lived Longer

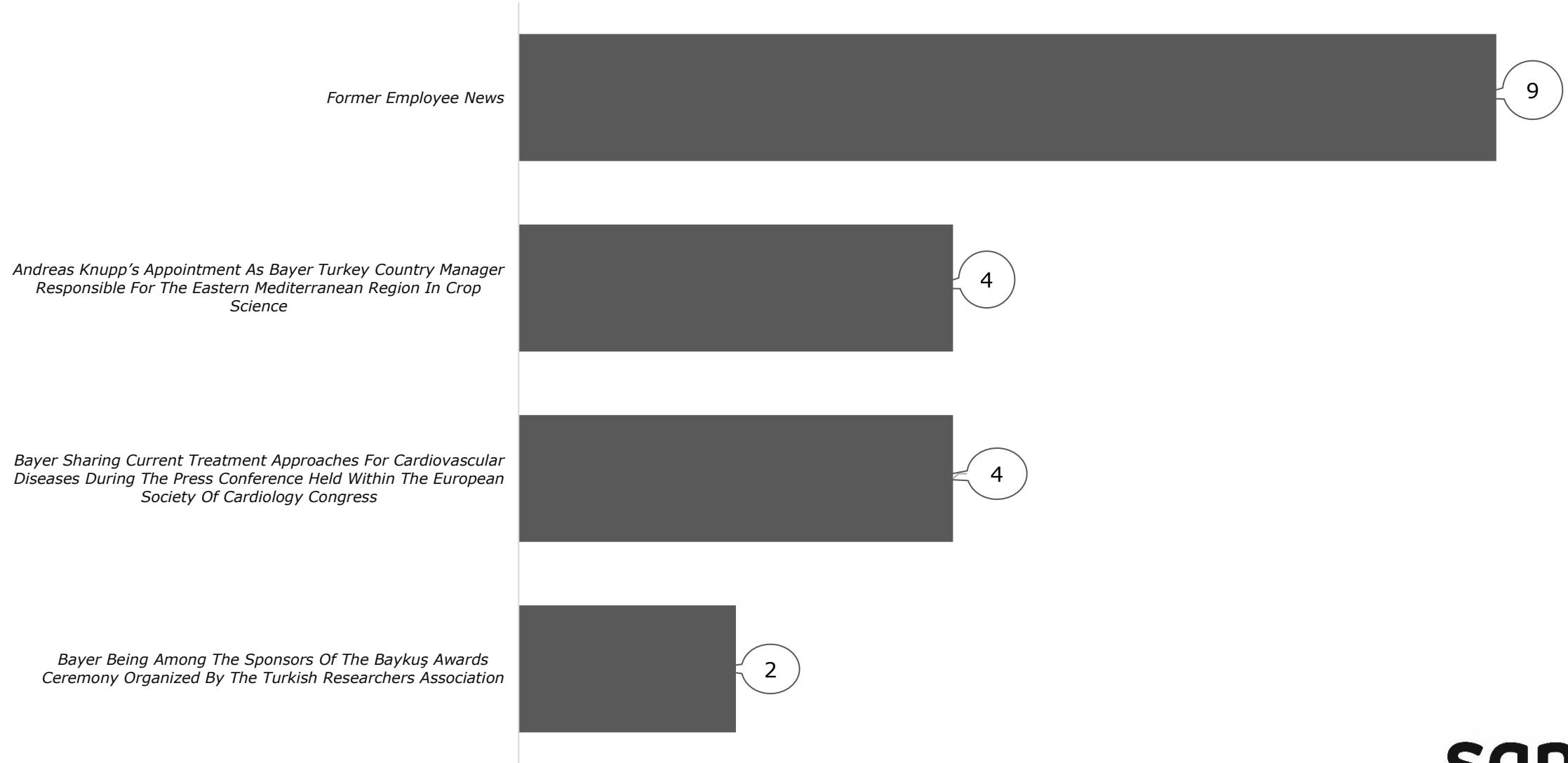
Pfizer Announcing That It Will Reduce The Prices Of The Medicines It Sells In The United States

Tugay Önal Becoming Pfizer's Director Of Medical Evidence Generation

17



Top Events By Number Of Clips (Bayer)



Top Events By Number Of Clips (Novartis)

The Competition Authority Imposing Fines On Companies, Mostly Operating In The Pharmaceutical Sector And Including Novartis, Due To "No-Poach Agreements And Sensitive Information Sharing"

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Serkan Bariş Becoming Novartis Turkey Country President

3

Novartis Acquiring The U.S. Biopharmaceutical Company Avidity Biosciences

2

Former Employee News

2

Top Events By Number Of Clips (Johnson & Johnson)

Johnson & Johnson Being Ordered To Pay Damages In The Baby Powder And Talc-Based Products Lawsuit Filed Against The Company

9

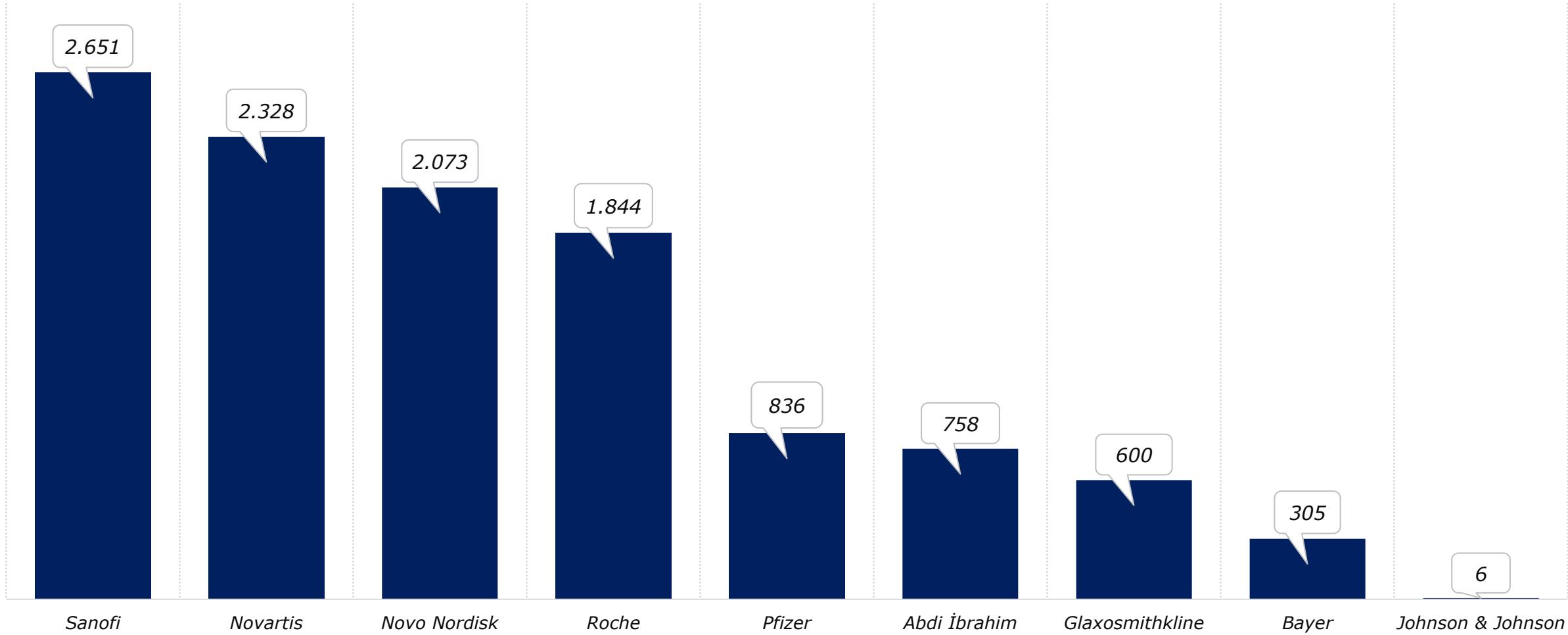
Johnson & Johnson Continuing The Activities Of Its "We Are In The Same Picture With Different Colors" Project

4

Former Employee News

2

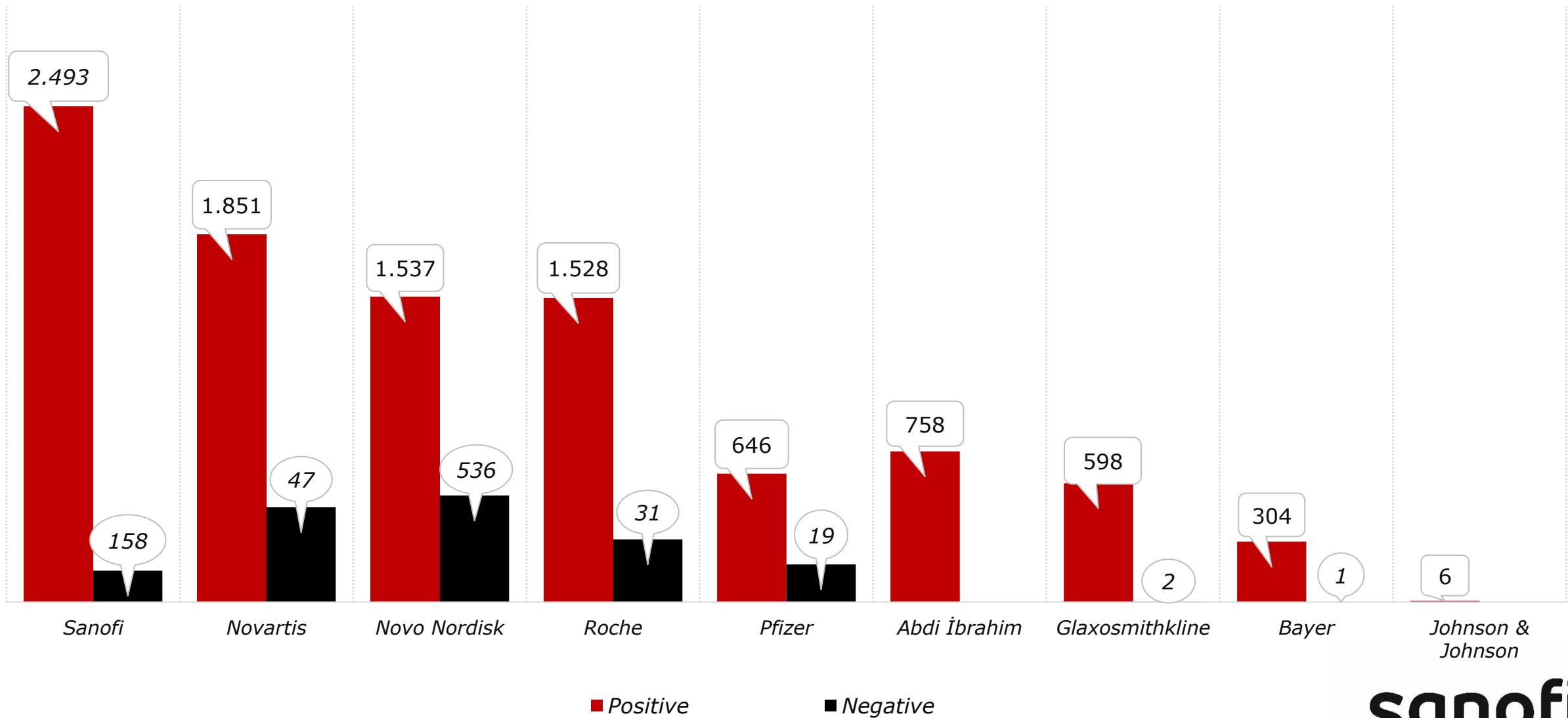
Companies by Number of Clips (Online Media)



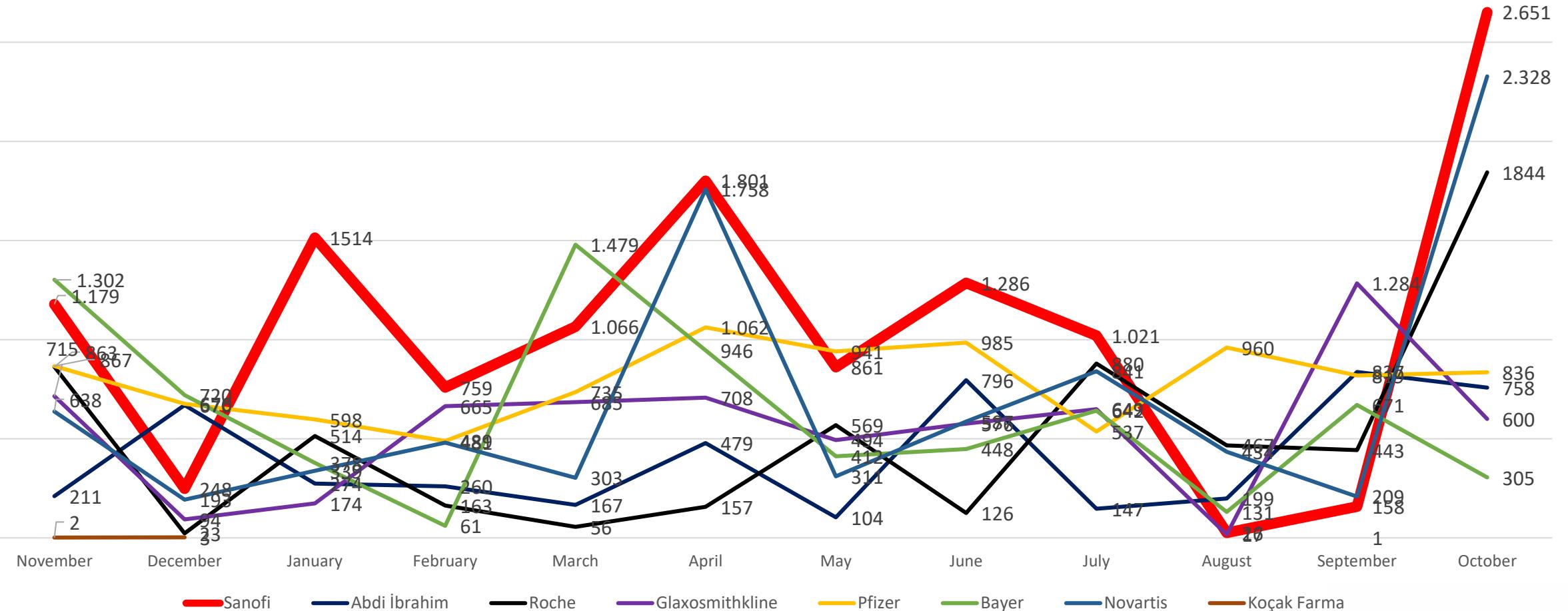
Companies by Number of Clips (Share of Voice Online Media)



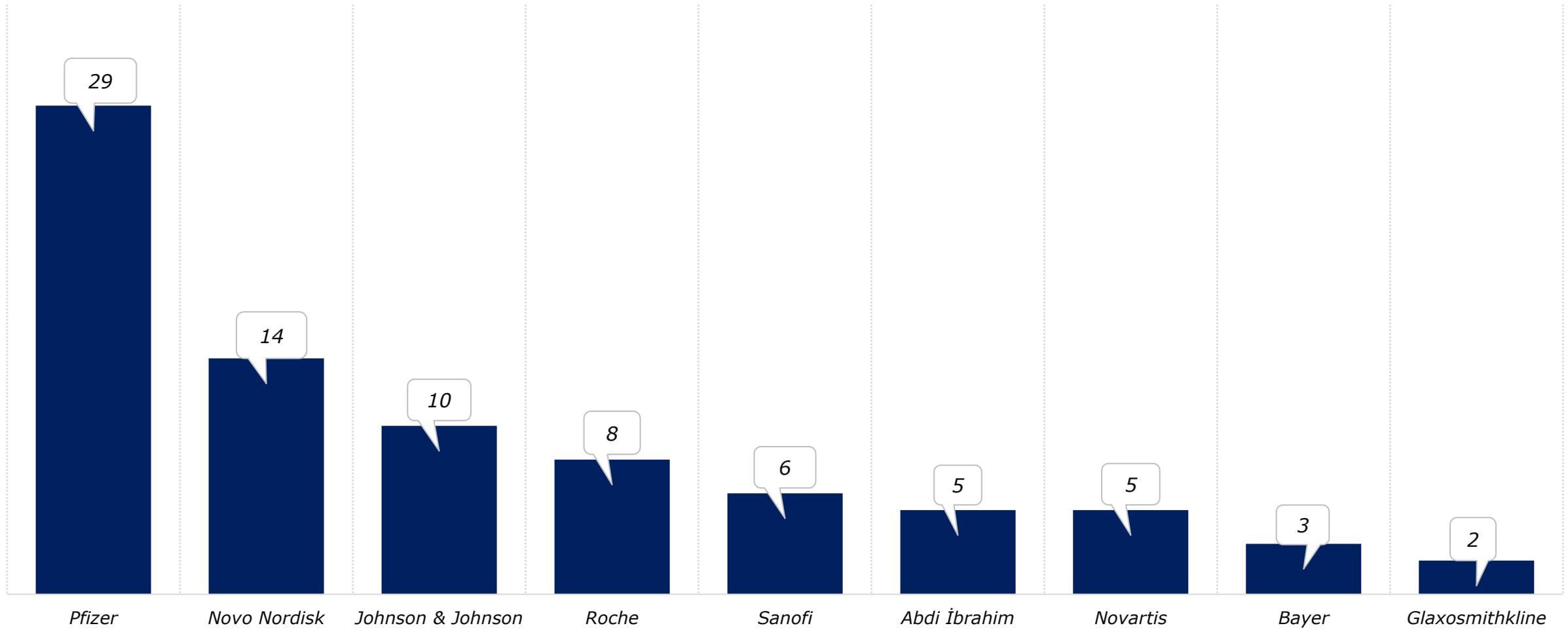
Companies by Tone Analyses (Online Media)



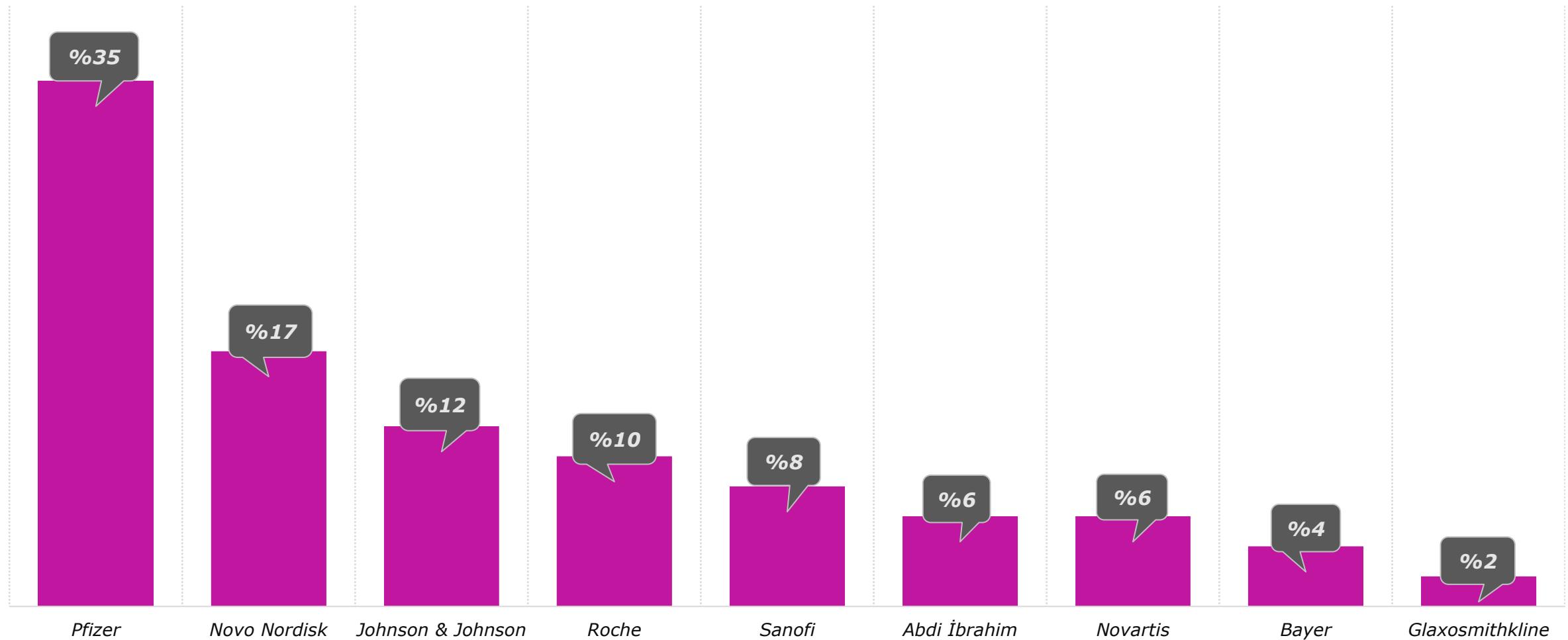
Companies by Number of Clips (Cumulative Numbers Of Online Media Coverages)



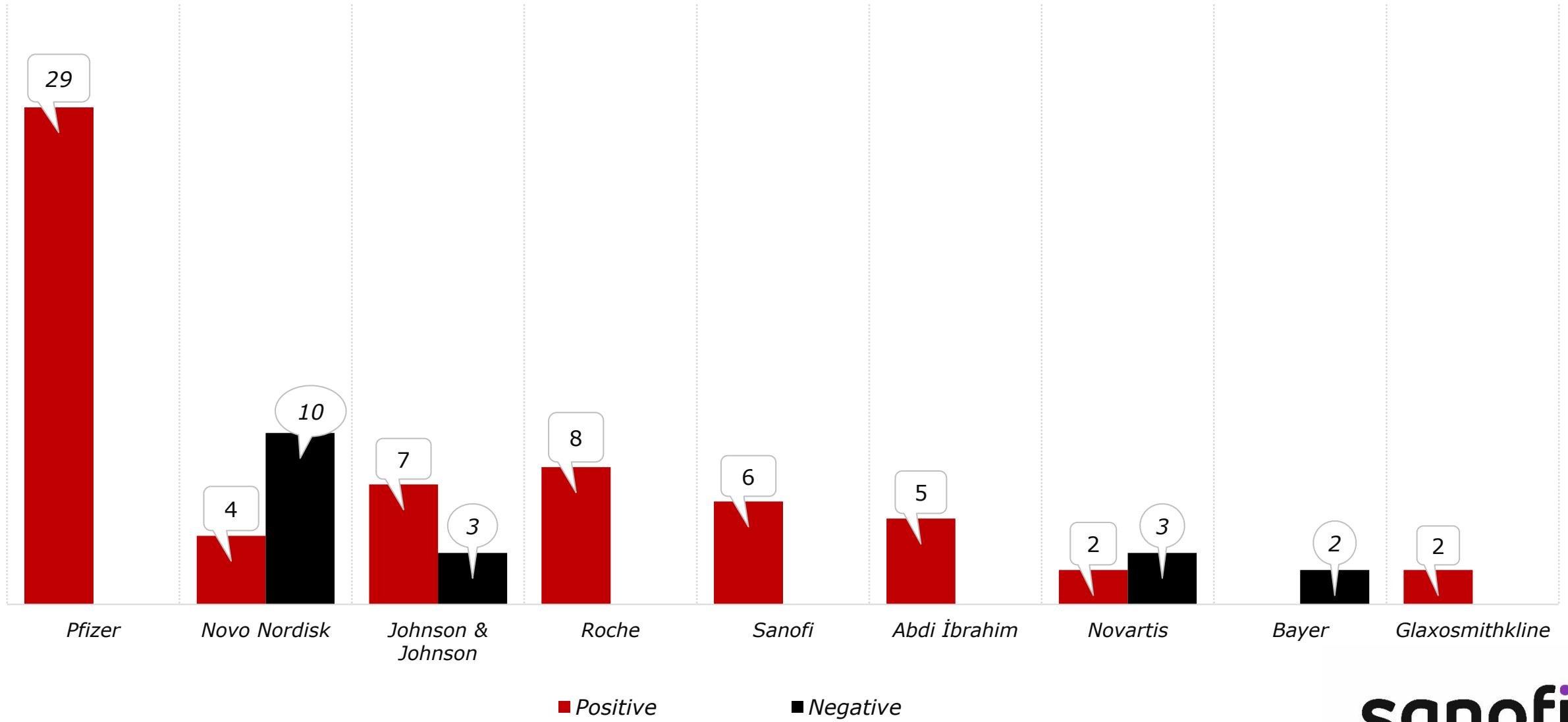
Companies by Number of Clips (TV)



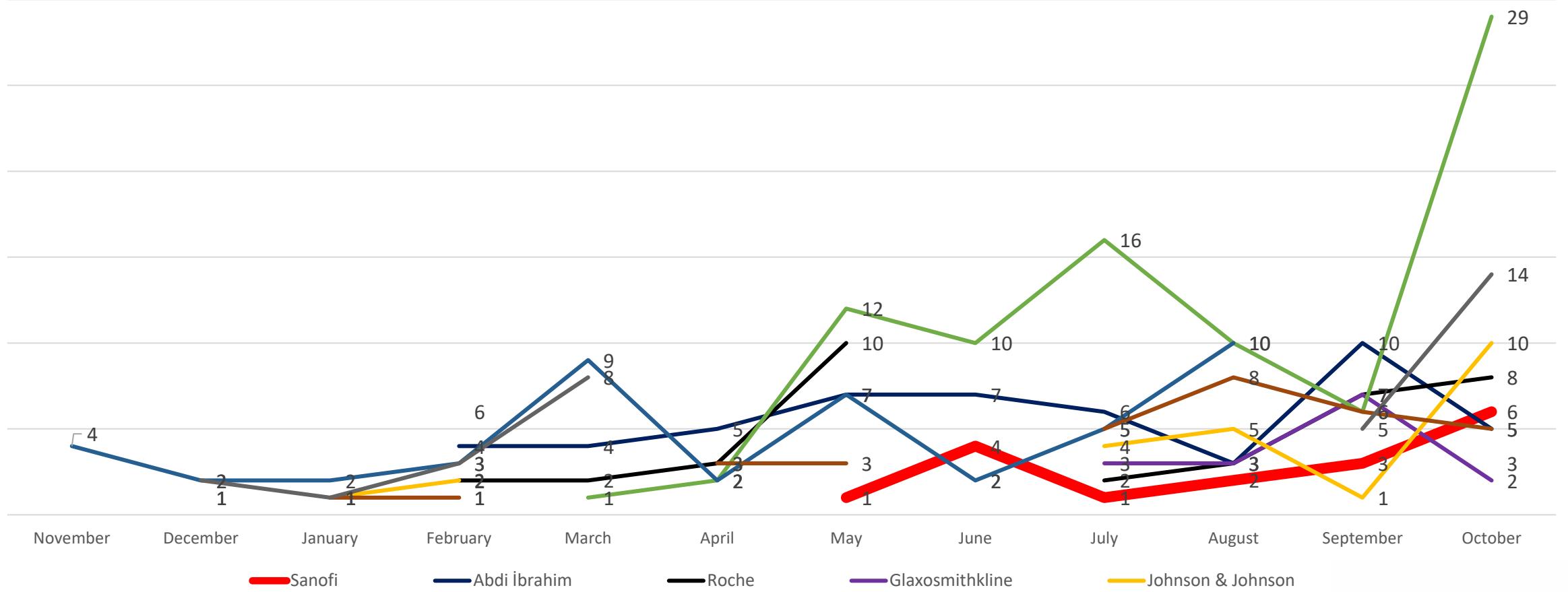
Companies by Number of Clips (Share of Voice TV)



Companies by Tone Analyses (TV)



Companies by Number of Clips (Cumulative Numbers Of TV Coverages)





Teşekkürler..