



ORABLOC®: RUSSIA TO BECOME THE SECOND MARKET FOR ARTICAINA BY PIERREL

Capua, 14 December 2015. "In just twelve months after the signature of the five-year exclusive licence with **RocadaDent** – a subsidiary of Rocada-Med and among the three major distribution companies in the dental care sector in Russia - **Orabloc®**, Articaina by Pierrel, performs in line with expectations, placing in perspective Russia as second largest importer after the United States of America." Thus stated Fabio Velotti, Sole Director of **Pierrel Pharma S.r.l.**, a wholly owned subsidiary of Pierrel S.p.A. dedicated to the development, registration and licensing of new drugs or medical devices.

The sales of Orabloc® Russia for 2015 are forecast to grow by about 12%, compared to 2014, the year in which a test area was set up in the largest country on the planet, thanks to the collaboration of RocadaDent.

This confirms the forecasts announced to the market at the beginning of the sales in Russia, where historically the professionals of dental care trust Articaina in 90% of cases to perform dental anaesthesia. Currently in Russia there are 85,000 dentists and 25,000 orthodontists.

"Russia, therefore, adds a crucial piece to the broader framework of industrial and management strategies we deployed," said Fabio Velotti, who highlighted that : "The year 2015, which by the way is still ongoing, was to Pierrel Pharma a year to drive the future, thanks to the results of Orabloc in all markets addressed. Primarily North America, which in the fourth year of the sale of our Articaina achieves more than six times the average growth of the market and competitors. In particular, in this area the US had a growth in sales, since the beginning of the year, of 32%. On the European front, apart from Russia, Poland has responded extremely well (+ 24% y/y), so that it was chosen as a test area, along with Germany, for the distribution of the disposable injector Orabloc. As for Serbia and Kosovo, we have the perception that 2016 will repay our significant commitment in those countries. So will Iraq. We are certainly not satisfied, but we are equally certain that the near future will see Pierrel Pharma achieve excellent results."

Pierrel S.p.A. is a global supplier to the pharmaceutical, biopharmaceutical and life science industries, specialising in the discovery of medicinal product candidates and the repositioning of existing drugs for new therapeutic indications and clinical research (TCRDO Division), pharmaceutical production (Contract Manufacturing Division) and the development, registration and licensing of new drugs and medical devices (Pharma Division). Pierrel Group is listed on the MTA exchange which is organised and managed by Borsa Italiana and boasts over 60 years' experience in the pharmaceutical sector, being one of Europe's leading producers of local and dental anaesthetics. The TCRDO Division, working across Europe and the US, is recognised internationally for its research and development into tech based clinical research innovations with its Drug Repositioning and Repurposing System ("DRR2.0") and Integrated Clinical Development Services ("ICDS") for the pharmaceutical, biotechnology and biomedical industries. The parent company of the TCRDO Division (**THERAMetrics holding AG**, listed in the Swiss stock exchange) holds the innovative interactive **DRR2.0** platform, which runs on a database of 24 million scientific publications (being virtually all of those available in the field of biomedical literature), of over 4,900 drugs and of 9,400 illnesses. With this data, never before collected in one place and stored in the cloud, the Search and Match algorithm can show a researcher not only the candidate drug but also a detailed road map with indications of possible second medical uses. The database can be searched by molecule or by illness. Pierrel also has a production unit in Capua, close to Naples, Italy, that has been authorised by the European Medicines Agency (EMA) and the Food and Drug Administration (FDA) for the aseptic production of injectable medicines. The subsidiary Pierrel Pharma S.r.l. has registered and distributes



the Orabloc® dental anaesthetic in Canada, US, Russia and Europe. The registered office of Pierrel S.p.A. is in Capua (CE), Italy.

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