



## PRESS RELEASE

### ORABLOC® SINGLE-USE INJECTOR: DISTRIBUTION STARTS IN POLAND AND GERMANY

Capua, 19 November 2015 – Pierrel Pharma S.r.l. (the “Company”) – a wholly owned subsidiary of Pierrel S.p.A. dedicated to the development, registration and licensing of new drugs and medical devices – announces the start of the distribution campaign in Europe of the **single-use injector Orabloc®** (Articaina by Pierrel) with the first deliveries in Poland and Germany, chosen as privileged test countries.

The **single-use injector Orabloc®**, registered in the EU, is the first and only device which is totally safe both for the patient and the dentist. It is a single-use, single-patient device, preloaded with a vial of Orabloc®.

The start of sales of the injectors is associated, of course, with the sale of **Orabloc®** in a standard package, already in distribution in Poland since last year, and that now is also starting to be distributed in Germany.

The **single-use injector Orabloc®** is from today also present in Poland, the first country to approve its commercialization and is a springboard for the start of a commercial penetration policy by the Company in Eastern Europe. The fact that Poland is a very attractive market for Pierrel is also confirmed by the same **Orabloc®**, which in its standard package in vials has performed very well in the last year of sale.

However, Pierrel Pharma has identified Germany as the privileged target country for the **single-use injector Orabloc®**, being the country in Europe with the highest consumption of Articaina compared to any other molecule of dental anaesthetic, with a market share of around 95%. Once the test in Germany is successfully completed, Pierrel Pharma plans to sign multi-year distribution agreements in Germany, as well as in neighbouring France.

*"We are very pleased we have respected the timing announced to the market on 2 September, when we expected the launch of the single-use injector Orabloc® in Poland by the end of 2015," says Fabio Velotti, CEO of Pierrel Pharma, who continued "We are also very proud of hitting the "Germany" target in a very short time. These two markets represent crucial test areas for the European future of the single-use injector by Pierrel, for which we are carrying out important projects in global markets. In particular, Pierrel Pharma is working on a feasibility study, regarding both production and marketing, focused on the single-use injector Orabloc®: a vast plan, which aims to attack the US market, for the quantity and quality of the professionals, it is at the forefront in dental health."*

The **single-use injector Orabloc®** is the first and only totally safe device designed to minimize the impact of patient-to-patient and patient-to-operator contamination (and/or from the environment). The device, in addition to being single-dose and single-use, is equipped with a simple mechanism that enables, once the drug is injected, the safe handling of the needle used, avoiding any contact of any blood residues with the operator and with the surrounding environment.

It is to be noted that among the risk factors, which entail the exposure to viruses (Hepatitis C, for example) and/or to bacteria of the health professional, there are the accidental punctures during the administration of local anaesthesia and the recapping of the needle; 94% of health professionals employed in dental practices reported needle-stick injuries (source: Klein study 1988 from "I quaderni della professione" no. 10 - Andi).

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**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.

**For further information:**

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