



PRESS RELEASE

GOCCLES LAUNCHES IN CANADA. UNIVET OPTICAL TECHNOLOGIES SIGNS AN AGREEMENT WITH PATTERSON DENTAL INC. THE PRESTIGIOUS NORTH AMERICAN DISTRIBUTOR

Capua, 22 September 2015 – **GOCCLES** (“Glasses for Oral Cancer – Curing Light Exposed – Screening”) – the revolutionary glasses for the early screening for pre-cancerous lesions in the oral cavity owned by **Pierrel Pharma S.r.l.** – that received on 17 September 2015 the authorisation to sell and distribute in the United States by the **Food and Drug Administration** (“FDA”, the US government agency that deals with the regulations for food and pharmaceutical products), has drawn the appreciation and attention of CANADA, one of the most demanding and advanced countries of the world in the area of oral care.

Pierrel Pharma S.r.l. announces that **Univet**, licensee of GOCCLES, via its own subsidiary **Toronto Univet Optical Technologies North America**, has signed an agreement whereby the North American distributor **Patterson Dental Canada Inc.** is committed to sell at least 600 GOCCLES per year, to guarantee Patterson exclusivity on the Canadian market. Listed on the Nasdaq stock exchange, Patterson Dental is focused, since its establishment in 1878, on the sale and distribution of consumer products, medical devices and equipment for the dental sector.

Fabio Velotti, the sole Director of Pierrel Pharma, highlighted that: *“The launch in Canada is a decisive step on the road to presentation, distribution and certification in Italy and the world of our medical device. Patterson is a partner of the highest standing as evidenced by our established collaboration for the distribution of Orabloc®. With Univet not only do we sell a good product, but above all we are committed to spreading the culture of prevention. North America is particularly attentive to the risks and costs, both human and economic, of the onset of oral cancer; in particular, Canada has firstly realised the potential of GOCCLES, appreciating the technical content and ease of use aimed at screening quickly, safely and in a non-invasive manner. We stress that the process of registration of GOCCLES in Canada has followed different rules than those in force in the US and, in some ways, very similar to European ones”.*

Paolo Portesi, CEO of the Univet Group, licensee of GOCCLES, expressed his full satisfaction with such an important agreement, in a market with the highest potential in the world: *“A contract that arises through its strategic partnership with Pierrel Pharma, present today in the North American market through the main players in the dental industry. Moreover, it is a contract that rewards our marketing policies and specific promotion of GOCCLES, as well as a global presence in the country. We are sure that our subsidiary Toronto Univet OTNA is the best ambassador for our attention to the final customer, real time support and specialised technical support. Also, in Italy and the world, with the exception of North America, the information about oral diseases is fragmentary and insufficient. Univet and Pierrel Pharma are committed to reducing these deficiencies by supporting awareness events through specific training and specialised exhibitions. Univet is and will be at the side of the dental care industry, spurring it to greater scientific understanding of oral diseases worldwide. The next meetings will be Italy in Cervia on 18 September – ANDI event - Associazione Nazionale Dentisti Italiani; in Canada we have scheduled a presence at the Northwest Dental Exposition, on 25 September at the Shaw Conference Centre of Edmonton, Alberta. Shortly we will inform the market and the players of the autumn calendar of events in Europe”.*

In Canada **Alain Dumas**, National Marketing Director for Patterson Dental Canada, stated: *“GOCCLES completes our product portfolio. For this device “total made in Italy” we have established a long-term programme to support sales of the device, through our highly qualified sales force”.*



Atif Sarfraz, CEO of the Univet subsidiary in Toronto, points out enthusiastically their partnership with Patterson by saying: *“This partnership is a milestone for us, and we are totally committed to offer them our best. Patterson is in fact one of the most distinguished distributors in Canada, and we are sure that it will extend our geographic coverage, in accordance with our mission: to create greater awareness of the importance of an early screening for oral cancer, to promote the consequent increase in survival rates”*.

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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.

Univet Srl, global industry manufacturer of Personal Protective Equipment (PPE), is an operator with twenty years experience in the sector of safety glasses. Univet srl operates with the PPE, laser, military and loupes (optical magnification systems destined for surgery and dental use) divisions.

Univet Srl has a worldwide presence in over 50 countries with its own offices and specialized distributors and is among the key players in all the international markets for protection and dental care. Univet S.r.l. magnification systems for surgical and dental use are based on optical technology developed in-house. The company's loupes are technologically advanced, light and tailor made, developing high performance around quality of field of vision, brightness and comfort.

Ongoing research in the eye protection sector has enabled Univet Srl to introduce significant innovations: SOFT - PAD for improved ergonomics and comfort; **Univet advanced Double Coating** (UDC), to maximise the anti-scratch and anti-fog features of lenses; NEXXT, a technology design centre focusing on solutions that perfectly complement other protection devices; ZERONOISE, an innovative technical solution for the integrated use of eye protectors and ear protection.

The in-house laboratory, **Applied Research Laboratory** (ARLab), is a leading-edge laboratory used in the design and pre-certification according to the main European and US regulations. The production unit and laboratory are based in Rezzato (BS), Italy.

Patterson Dental, listed on the Nasdaq stock market, is focused, since its founding in 1878, on the sale and distribution of consumer products, medical devices and equipment for the dental industry. Leader in the healthcare sector, Patterson Dental is one of the largest so-called full-service distributors in North America.



Its strategic areas benefit from the contemporary trend of digitization of the dental industry. Through its extensive organization throughout the nation, Patterson proposes high quality products supported by an extraordinary customer service.

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