



## PRESS RELEASE

### ORABLOC® IN NORTH AMERICA: GROWTH CONTINUES

- **35% INCREASE IN SALES FOR FIRST HALF YEAR 2015 (YEAR ON YEAR)**

Capua, 23 July 2015 – **Orabloc®** (Articaina Pierrel) – a leading product of **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 – continues to grow in the approval by North American dentists (US and Canada), and thanks, on the one hand, to the loyalty of customers, and on the other to the attraction of further new customers among dental care professionals.

These recent data confirm the growth: in the first half of 2015 sales to transatlantic professionals, compared to the same period of the previous year, have crossed the threshold of **35% growth**. Also, Pierrel Pharma recorded in the first half 2015 a **9% growth** in terms of sales compared to the second half of 2014. In particular, the month of June passed represented for Orabloc® the record month for sales from the start of it being available commercially.

Mr Fabio Velotti, the sole Director of the Company and advisor to the executive management of UNIDI (Unione Nazionale Industrie Dentarie Italiane), commented on the latter and, certainly not the last, success: *“the data relative to the sales for the first half of 2015, that is presented to the market today, confirms the correctness of the strategic choices, relative to the marketing and distribution of Orabloc®, implemented by the Company in the North American market. Pierrel Pharma, however, will not rest on its laurels and intends to continue to gain market share in North America, both via the launch of a marketing campaign even more targeted at dentists, and by a programme of training the sales representatives active in the newly recruited distributors”.*

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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.

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