



PRESS RELEASE

ORABLOC® IN NORTH AMERICA CONTINUES TO GROW:

- **32% INCREASE IN THE FIRST NINE MONTHS OF 2015 (YEAR ON YEAR)**
- **28% INCREASE IN SALES IN THE THIRD QUARTER OF 2015 (YEAR ON YEAR)**

Capua, 26 October 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 – has not stopped its commercial growth in the United States and Canada confirming the distribution strategy which targets a extensive penetration into every corner of the area of interest.

Further signs of “more” feature in the rest of the Third Quarter (July, August and September 2015). In particular, the sales of **Orabloc®** in this quarter, improved by **28%** compared to the same period of 2014. This outcome together with the previous quarter is an improvement of **32% in the first nine months of 2015**, compared to the same period of the previous year.

Fabio Velotti, sole Director of the Company and advisor to the executive management of UNIDI (Unione Nazionale Industrie Dentarie Italiane), commented *“This is a closer analysis and a valuable confirmation that the growth curve not only does not decline, but rises with the passage of time: we are about to complete the fourth year of the sale of Orabloc in North America and we can sustain a rate of organic growth of sales in double digits, a condition that enables us to establish sufficient reserves before the winter months, traditionally the weakest because of the weather conditions, particularly in the far north. But the truly exceptional fact, shown by the sales achievement, is that Pierrel with Orabloc had a 32% increase in the first nine months of 2015, **outperforming by more than six times the average growth of the market and the competition, as dental consumer products in North America had a growth rate of less than 5%.** The results achieved are the fruit of a deliberate strategy, focused both on commercial consolidation, due to access to almost all US dental distributors, and the use of promotional and marketing methods that exploit the exceptional wealth of the tools made available to the American dental industry”*.

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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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