



## PRESS RELEASE

### ORABLOC® KEEPS GROWING IN NORTH AMERICA: FIRST HALF OF 2016 CLOSED WITH +35% OF SALES (Y/Y)

Capua, 20 July 2016 – After winning second place in the Articaina segment, snatched from the main four players in USA, **Orabloc®** - flagship product of the Pierrel Group, distributed by **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 - further consolidates its **leading brand position** in the industry: the first half of 2016 ended with a growth of 35% in the sales of **Orabloc®** to north American dental care professionals, compared to the same period of the previous accounting year.

*“The sales trend in the first half of 2016 confirms the market share of 14.5% (by volume) of Orabloc®, the latter figure provided by official US sources and already communicated to the market on 28 June by reference to the first four months of the year”, stated Fabio Velotti, the sole director of the Company. “The success with Articaina in the North American market obtained by Pierrel Pharma clearly confirms to the Company and its shareholders that the strategic decision to make its distributors the most active partners in recognizing the needs/ desires of the US and Canadian dental care professionals - the most advanced professionals in the dental care world – is a winning choice in the medium and long term”.*

\* \* \*

**Pierrel S.p.A.** is a global supplier to the pharmaceutical industry, specialising in the 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.

Pierrel 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:

##### **Pierrel S.p.A.**

*Investor Relations*

Raffaele Petrone

E-mail: [investor.relations@pierrelgroup.com](mailto:investor.relations@pierrelgroup.com)

tel. +39 0823 626 111

fax +39 0823 626 228

##### **Global Consult s.r.l.**

*Media Relations*

Rossana Del Forno

E-mail: [areacomunicazione@globalconsultsrl.com](mailto:areacomunicazione@globalconsultsrl.com)

tel. +39 333 6178665