



PRESS RELEASE

PIERREL PHARMA: RECORD OF SALES IN THE US WITH OVER 16 MILLION ORABLOC® INJECTORS SOLD IN THE FIRST NINE MONTHS 2019 (+ 14%)

The Group moves forward in the US, gaining a market share of 23% of articaine-based dental anesthetics.

Capua (CE), 27 November 2019 – Pierrel S.p.A. (Ticker: PRL), global provider of services for the pharmaceutical industry listed on the MTA segment of Borsa Italiana, announces that during the first nine months of 2019 its subsidiary Pierrel Pharma S.r.l. ("**Pierrel Pharma**") has reached a record number of **detail sales in North America with over 16 million injectors of Orabloc®**, an articaine-based dental anesthetic produced in the plant owned by the Company located in Capua (CE).

This figure, which confirms a constant positive sales performance and the continuous satisfaction with the Orabloc® anesthetic by US and Canadian dental care professionals, **represents a double-digit growth of around 14%** compared to the sales of the Pierrel articaine-based dental anesthetic during the first nine months of 2018.

Furthermore, based on the volumes sold in the North American market in the first nine months of the year 2019, **Orabloc® reached a market share of 23%** of articaine-based anesthetics for dental use.

For 9 years the Pierrel Group has been the only company in the world to have a plant authorized by the FDA ("Food and Drug Administration") for the aseptic production of dental anesthetics in small size injectable vials to confirm the excellence of a product totally made in Italy.

*«These are very significant data that confirm the Group's strengthening in the North American market supported by the quality of our products, the considerable activities of marketing, promotion, and training for dental professionals, as well as the strong commercial ties built over time with our American distributor partners, who continue to appreciate Pierrel as a strategic and reliable partner», says **Fabio Velotti, sole director of Pierrel Pharma**, Pharma Division of the Pierrel Group active in registration, marketing and distribution of medicinal products, as well as in the development and management of authorizations of the Pierrel Group.*

Fulvio Citaredo, CEO of Pierrel Group, adds: *"We are very happy about the results achieved overseas and we believe that our thorough commitment will allow us to create value for our shareholders and investors. The focus is always on the future and on the ambitious goals set by the Pierrel Group for 2020/2021, including the achievement of a North American market share of approximately 25% in the articaine-based category of dental anesthetics. Thanks to the consistent commitment to research and development, our important strategic asset, I would like to highlight that we have 33 registrations underway in many countries, which will contribute to the increase in sales volumes in the 12 countries where we are already present".*

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Pierrel S.p.A. specialises 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 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. www.pierrelgroup.com

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