



PRESS RELEASE

ORABLOC® IN NORTH AMERICA ENDS 2015 WITH A 32% Y/Y INCREASE IN SALES AND IN THE US IT IS IN CONTENTION FOR SECOND PLACE AMONG COMPETITORS ACTIVE IN THE ARTICAINA MARKET

Capua, 19 January 2016 – **Orabloc®** (Articaina for dental use, aseptically produced in the plant in Capua, [CE], Italy), four years after its launch in North America, is increasingly purchased by dental care professionals. In fact, **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 - announces to the market that **its leading drug ended 2015 with growth of 32% in sales (y/y).**

Excellence of the production process totally made in Italy, efficiency of a vast and wide commercial network, counseling and mentoring of North American professionals, known to be at the cutting edge: these are the basic elements of the success of Orabloc®.

This represents a continued and progressive success over time, which enables Pierrel Pharma to proudly emphasize how, in the past two years, sales in North America have more than doubled (+115 %). For the Company, however, growth does not stop the development of strategic solutions for overseeing further the market of Articaine, especially in the US.

"From 2012 to today Orabloc advanced 12% in volume of the Articaine market in the US, competing for second place with the first four active players in the continent," says Mr Fabio Velotti, CEO of Pierrel Pharma S.r.l., who continued: *"We are only at the beginning of a path that we intend to follow rapidly in order to win even more acceptance in the continent. The growth curve confirms that we are taking the right steps; for example the last quarter of 2015 has given us a 32% growth compared to the same period of 2014. Our commitment for 2016 is to convince new professionals to purchase our product, but we will also concentrate on established customers, accompanying the daily work with the tools of Pierrel scientific culture in terms of prevention and treatment."*

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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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