

PRESS RELEASE



ORABLOC® IN THE US: SECOND PLACE IN THE ARTICAINA SEGMENT

ORABLOC® IN CANADA: AGREEMENTS WITH FOUR NEW DISTRIBUTORS

Capua, 28 June 2016 – In January 2016, **Pierrel Pharma S.r.l.** (“**Pierrel Pharma**” or the “**Company**”) – a wholly owned subsidiary of Pierrel S.p.A. dedicated to the development, registration and licensing of new drugs and medical devices – announced to the market that Orabloc® (Articaina by Pierrel) was contending for second place (in terms of sales volumes) in the Articaina segment with the four main players in the US.

In the first four months of 2016 (January-April) Orabloc® was, solely and solidly, in second place on the podium, with a market share of 14.5% (by volume). The figure, provided by official US sources, is based on retail sales figures for distributors.

“This is another positive signal confirming that Pierrel is on the right track in North America, where we have strengthened our relations with existing customers and our market penetration strategies are convincing more and more dental care professionals”, stated **Fabio Velotti**, the sole Director of the Company. *“In particular, I believe our aim of seeking to reach even the remotest areas of the US – through local distributors and/or online sales channels – is a winning approach”.*

Pierrel Pharma has also decided to implement this distribution and marketing strategy in Canada, where four new agreements have been signed today with four new distributors. Mr. Velotti also noted that: *“The size, experience and flexibility of the Canadian players – Abc Dental, Atop Dental, K-Dental, and Valued – will help the Company to pursue its strong desire to reach throughout this vast and promising country of the North American continent”.*

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Pierrel S.p.A. is a global supplier to the pharmaceutical, specialising in the manufacture of pharmaceutical specialty products (*Contract Manufacturing Division*) and the development, registration and licensing of new drugs and medical devices (*Pharma Division*).

The Pierrel Group is listed on the MTA exchange, organised and managed by Borsa Italiana, and has over 60 years’ experience in the pharmaceutical sector, as one of Europe’s leading producers of local and dental anaesthetics.

Pierrel owns a production unit in Capua, close to Naples, Italy, which 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, the 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

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

tel. +39 333 6178665

