



## PRESS RELEASE

### INTRODUCTION OF GOCCLAS AT THE *INTERNATIONAL DENTAL SHOW* OF COLOGNE: PRESENTATION TO THE SALES FORCE AND ACQUISITION OF FIRST CONTRACT

Capua, 17 March 2015 – **Pierrel Pharma S.r.l.** (the “**Company**”) – a subsidiary of Pierrel S.p.A. dedicated to the development, registration and sale and licensing of new drugs and medical devices – and **Univet Optical Technologies S.r.l.** – a company specialising in the design, production and sale in over 50 countries of the world of devices for the protection of the eyes and optical magnification systems for surgery and dentistry – presented **Goccles** (“*Glasses for Oral Cancer – Curing Light Exposed – Screening*”) in its final version at the **36<sup>th</sup> IDS** (“*International Dental Show*”) of Cologne in Germany (10-14 March 2015), the biennial fair always eagerly awaited by medical dentists, dental surgeons, dental technicians and professionals from the dental sector worldwide.

The revolutionary glasses for the early screening of precancerous lesions of the oral cavity owned by Pierrel Pharma, and developed and patented by the Università Cattolica of Rome, produced and sold by the company Univet, has thus received its baptism in Cologne: Pierrel and Univet have officially presented Goccles to the sales channels and those involved in the sector, launching a field campaign with the greatest commercial synergies, of the dental sector, in order to attack the markets of five continents. Goccles was also “tested” by the many operators in this sector who participated to **IDS2,200** exhibitors and 138,500 visitors from 151 countries, source IDS).

*“The Cologne fair has confirmed our intuition: Goccles is a simple and efficient product that contributes actively to prevent oral carcinomas”,* stated Fabio Velotti, the sole Director of Pierrel Pharma, on his return from the *International Dental Show*, *«this was confirmed by the dentists and the operators in the sector received on our stand. During the description of the product and its uses, the dental care professionals were very struck by the fact that you can just use a normal dental light together with the Goccles to examine the oral mucous and look for precancerous lesions. To effect an immediate examination of the oral mucous for possible precancerous lesions. To professionals, it was immediately clear that Goggles offer an opportunity to those who would like to grow their own business providing prevention, with the strength of a competitive price. Particular thanks go to Univet who transformed the initial prototype of Goccles into a final product with a high level of technical content and design”.*

A marked successful introduction: for Goccles, in Cologne, was the signature of the first purchase contract.

For Goccles, after Cologne, the next presentation event is set for **21 to 23 May 2015** in Italia, in Rimini, at the **58<sup>th</sup> Convegno Amici di Bruggs**.

Dr Paolo Portesi, CEO of Univet, the Brescia based company to whom the licence to produce and sell Goccles was granted, commented on the IDS event: *“The development of this product is a continuing challenge, from a prototype was realised a product with high technology content, high design and simple to use. The close collaboration with Pierrel enabled the realisation of a product that will become an essential instrument in the area of dental prevention.*

*Univet and Pierrel by way of IDS and the next event have opened a new frontier in the area of prevention, transferring a culture already present in the US and only starting in Italy and Europe. Univet with its subsidiary in North America (US and Canada), in France and Brazil has started an intense advertising campaign directed at the operators in the sector. The complementarity of Univet and Pierrel is an essential feature for the success of Goccles”.*



**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).

The 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 23 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 use. The database can be accessed 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 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.

**Univet S.r.l.**, a global manufacturer in the Personal Protective Equipment (PPE) industry, is an operator with twenty years experience in the sector of safety glasses. Univet S.r.l. operates with the PPE, Laser, military and Loupes divisions and produces optical magnification systems destined for surgery and dental use.

Univet S.r.l. has a presence in over 50 countries with its own offices and specialised distribution and is among the key players in all international markets for protection and dental care. Univer S.r.l. magnification systems for surgical and dental use are based on optical technology developed in-house. The company's loupes are technologically advanced, light and tailor made, developing high performance around quality of field of vision, brightness and comfort.

Ongoing research in the eye protection sector has enabled Univet S.r.l. to introduce significant innovations: SOFT - PAD for improved ergonomics and comfort; , **Univet advanced Double Coating** (UDC), to maximise the anti-scratch and anti-fog features of lenses; NEXXT, a technology design centre focusing on solutions that perfectly compliment other protection devices; ZERONOISE an innovative technical solution for the integrated use of eye protectors and ear protection.

The in-house laboratory, **Applied Research Laboratory** (ARLab), is a leading edge laboratory used in the design and pre-certification accordance with the European and US standards. The production unit and laboratory are based in Rezzato (BS), Italy.

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