



COMUNICATO STAMPA

ORABLOC® REGISTERED IN KOSOVO AND SERBIA, IRAQ AND IRAN

Capua, 3 June 2015 – **Pierrel Pharma S.r.l.** – a wholly owned subsidiary of Pierrel S.p.A. dedicated to the development, registration and licensing of new drugs and medical devices – accelerated the worldwide distribution of the dental anaesthetic **Orabloc® (Articaina Pierrel)** by expanding rapidly in the direction of Eastern Europe and the Middle East.

Orabloc®, in fact, will be available before the fourth quarter of 2015 to professionals in dental care in **Kosovo** and **Serbia**, as regards Eastern Europe, starting from Russia and Poland. Equal distributive time will be allowed, on the Middle East development, in particular in **Iraq**. Here Pierrel will firstly distribute its own anaesthetic based on Lidocaina, and followed by **Orabloc®**. The distribution in **Iran**, however, may be subject to a delay of a quarter compared to the market plan.

In these four recent markets, **Pierrel Pharma** has adopted a new commercial strategy, proceeding with the registrations required for the authorisation ?? in a common agreement with exclusive distributors previously identified by the Company; such distributors were supported from the beginning of the registration process. The interval between registration and distribution is thus shortened.

To carry out the entry into new markets Fabio Velotti, sole Director of Pierrel Pharma stated, that in respect of the related steps: *“We are happy with this long range advance of global penetration of Orabloc®. In particular with regards to the Middle East: Iraq and Iran represent a complex area, but we are particularly interested in them. Iran, especially, is making big efforts in favour of improving the health care of the population. Also, the great opportunity to be able to start the distribution of our anaesthetics virtually at the same time as obtaining the licence to sell, enables us focus our activities with regards to marketing and commercial development, more than on screening ideal partners.”*

Pierrel Pharma, meanwhile, continues to seek distributors capable of selling Orabloc® in the rest of Europe, as well as extending the registration to other countries in Eastern Europe, the Middle East and Africa.

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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.



For further information:

Pierrel S.p.A.

Investor Relations

Dr 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