



PRESS RELEASE

GOCCLES: FROM ITALY TO THE WORLD THE CALENDAR FOR THE PRESENTATION OF THE REVOLUTIONARY DEVICE FOR THE PREVENTION OF ORAL CANCER

Capua, 5 June 2015 – **Goccles** (“*Glasses for Oral Cancer – Curing Light Exposed – Screening*”) – the revolutionary glasses for the early screening of pre-cancerous lesions of the oral cavity owned by **Pierrel Pharma S.r.l.**, and invented by the Università Cattolica in Rome, produced and sold by **Univet Optical Technologies S.r.l.** – proceed rapidly with the process of presentation, distribution and international certification announced last December.

Pierrel Pharma S.r.l. (the “Company”) – owned by Pierrel S.p.A. dedicated to the development, registration, sale and licensing new drugs and medical devices – and **Univet Optical Technologies S.r.l.** – a company specialised in the design, production and sale in over 50 countries of the world of devices for individual protection of the eyes and optical magnification systems for surgery and dentistry – after the official launch at the 58th Italian Congress “Amici di Brugg” (Rimini 21-23 May), the essential meeting place for multi-discipline updating for Italian dentists, will bring Goccles in the most prestigious places of comparison and updating for world operators in dental care.

For Goccles these meetings will be:

- in Canada at the Northwest Dental Exposition, on 25 September in the Shaw Conference Center of Edmonton, Alberta;
- in the United Kingdom at the Dental Show of the British Dental Industry Association (“BDIA”), from 22 to 24 October at the National Exhibition Centre of Birmingham;
- in France at the annual meeting of the *Association Dentaire Francaise* (“ADF”), from 24 to 28 November at the *Palais de Congrès* in Paris.

Raffaele Petrone, Chairman of Pierrel S.p.A. commented on this agenda and links it to the strategic ambitions of the Company: “*Presenting Goccles to professionals in areas that offer strong technical-scientific content is a part of the strategic rollout by Pierrel, always more oriented to the transformation of dental studies as an aid for the prevention and health of the oral cavity. A Company that, thanks to its intellectual and commercial in-house resources and to the collaboration with universities and a player of the calibre of Univet, has the objective of being a leading actor in a large and significant process of transformation of professional dentistry in all corners of the world.*”

Fabio Velotti, the sole Director of Pierrel Pharma, stated: “*Providing sustainable solutions, this is our ultimate objective. But in order to provide you must listen to the most demanding and culturally advanced in the sector. The major events where Goccles is represented are the best theatres where knowledge and industry meet.*”

Paolo Portesi, CEO of Univet, the company that was granted the licence and the industrial production of Goccles, concentrates on the policy of corporate marketing carried out with profitable collaboration with Pierrel: “*The agreement with Pierrel enables us consolidate our presence in international markets and develop new markets. With different scale, the two companies have a common cause for innovation and internationalisation. The most innovative technology and the best product, are only the starting point to consolidate Goccles in the most important and benchmark markets for the technical scientific community in the dental sector. From the exhibitions to the branch, from the workshop to the warehouse, the ingredients for the success are many and needs to be mixed skilfully: creativity, time to market, flexibility, ability to involve the customer and a constant physical presence in the territory. Univet combines all these aspects: the exhibitions represent the conclusive phase of a very complex process, the internationalisation and commercial strategy, carried out to gain value from innovative and design products such as Goccles.*”

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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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