



PRESS RELEASE

ORABLOC® IN NORTH AMERICA: SALES UP BY 62% IN 2014

Capua, 26 January 2015 – **Orabloc® (Articaina Pierrel)** – a leading product of **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 – confirms record growth among North American dentists (US and Canada).

In 2014 sales to transatlantic professionals, compared to the previous year, have crossed the threshold of **62% growth**. In addition, purchases by dentists in the final quarter of 2014 (compared to the same period of 2013) delivered Pierrel Pharma another important milestone of **53% growth**. **In only three years since launch, the constant growth of Orabloc® in North America has enabled the Company to attract 15,000 dentists and to distribute 18 million doses in the territory in question.**

Mr Fabio Velotti, the sole Director of the Company and an advisor to the executive management of UNIDI (Unione Nazionale Industrie Dentarie Italiane), commented: *“The realisation of these significant results is particularly pleasing since they were achieved in a decidedly brief time period, especially compared to the current market share of similar products which have been on the market for at least five years in the US. We are fully conscious of the need to continually satisfy the existing customers and to attract new ones to grow the success of Orabloc® further in the dental anaesthetic market. In 2015, we will continue with greater energy our marketing strategy to make the unique features of Orabloc® known to a greater section of North American professionals in the sector. In addition, the business model pursued across the Atlantic will be used in developing the European and Russian markets.”*

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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).

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.



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