



## PRESS RELEASE

### PIERREL: A + 11% IN THE ORABLOC® SALES IN THE USA IN THE FIRST QUARTER OF 2021

*Sales of the Orabloc® dental anesthetic (Articaine) produced by the Capua company mark a further step forward in the sales charts in the USA.*

**Capua (CE), 4 May 2021 – Pierrel S.p.A.** (Ticker: PRL), global provider of services for the pharmaceutical industry listed on the MTA segment of Borsa Italiana, announces that its subsidiary Pierrel Pharma S.r.l. ("**Pierrel Pharma**") recorded in the 1st quarter of 2021 in the US an 11% growth in sales of the Orabloc® product (Articaine) compared to the same period of the previous year.

This increase in sales translates into total product volumes of approximately 5.9 million doses, compared to 5.3 million doses sold as of 31 March of the previous year.

Despite the fragile global health situation due to Covid, Orabloc® sales in the United States continue to grow after recovering from the decline recorded in the most acute phase of the lockdown (and announced at the close of 2020), during which the dental offices were closed for over two months. The Pierrel Articaine-based product has seen a rapid recovery as early as the second half of 2020, with an acceleration in the last quarter confirmed by the data for the first quarter of 2021.

Fabio Velotti, CEO of Pierrel Pharma, states: "The investments in online marketing and training, which we continued to support in 2020, albeit in the presence of a global pandemic crisis and in contrast with what has been done by other players in the North American dental sector, have given us the necessary push to start 2021 with double-digit growth. We are really satisfied with the performance of our sales network in the USA and Canada in the 1st quarter of 2021, which we plan to consolidate over the next few quarters, thanks to a solid marketing & sales plan for 2021."

\* \* \*

***Pierrel S.p.A.** specialises in the 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 70 years' experience in the pharmaceutical sector, being one of Europe's leading producers of local and dental anaesthetics. 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. [www.pierrelgroup.com](http://www.pierrelgroup.com)*



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