

# **Pierrel Spa**

Company Profile

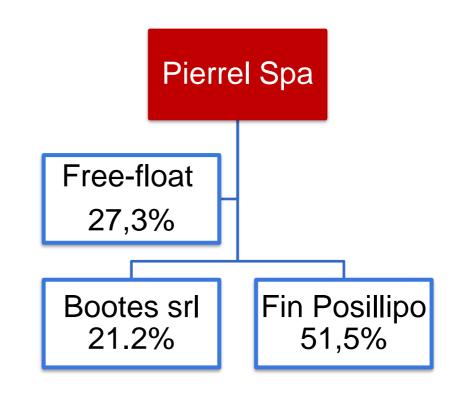
## **About us**



Pierrel is a global player in the pharmaceutical market, with over 70 years of experience in oral care industry and listed at Euronext Milan of Borsa Italiana.

Over the years, the core of our activity has been focused on the registration and marketing of dental anesthetics with Pierrel brand; including Orabloc, registered in the major international markets (including USA, Canada, Italy, Russia, Poland, Serbia, France, UK, Germany, Kosovo, Austria, Sudan, Taiwan and Indonesia)

Today, thanks to the **FDA**'s approval, we have a significant market share in the USA and we have numerous registrations going on all over the world. We also are specialized in dental research, development and distribution of medical devices.



### **BOARD OF DIRECTORS**

Raffaele Petrone **CHAIRMAN** Rosario Bifulco VICE CHAIRMAN **CEO** Fulvio Citaredo Maria Paola Bifulco DIRECTOR Fernanda Petrone DIRECTOR Alessandra Piccinino DIRECTOR Mauro Fierro **DIRECTOR** 

#### **BOARD OF AUDITORS**

**PRESIDENT** Paolo Nagar Monica Valentino Fabio Rossi Mena Menzione Antonello Scimieri

STATUTORY AUDITOR STATUTORY AUDITOR ALTERNATE AUDITOR **ALTERNATE AUDITOR** 

#### THE INDEPENDENT AUDITOR

responsible for auditing the accounts is Pricewaterhouse Coopers Spa

**Corporate Governance** 

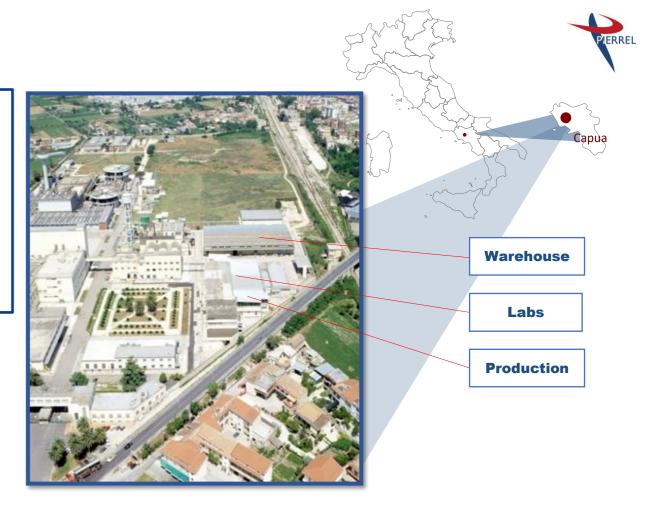
## Where we are

The production site and the headquarters are in Capua, in the south of Italy a few kilometers from Naples.

We are authorized by **EMA** (European Medicines Agency) from 1989 and **FDA** (Food & Drug Administration) from 2009 to produce aseptic injectable drugs

The premises is spread over a
surface of 40,000 square meters, of which
16,000 square meters covered:
6000 square meters for the production departments

and the remaining areas used as a warehouse



## **Our milenstones**



### **Foundation**

The Lepetit Group founded the pharmaceutical chemical company Pierrel, dedicated to devices. the production of antibiotics and vitamins. The name comes from the sequence pronunciation of the initials of "Produits Robert Lepetit".

### **Production**

Starts the production of pharmaceutical specialties and medical

### **Anesthetics**

The production of local-regional anesthetics in vials and bottles is started. We are the first in Italy to produce anesthetics in cartriges.

### Growth

Our Research and Development department in Capua develops the formula of toothpaste AZ, then sold to P&G in 1999. Astra Zeneca becomes the main customer of the production site. Dentsply chooses our Capua site to produce dental anesthetics for Europe, UK and Australia.

### Stock exchange

We are landing on the first list (MTA) of Borsa Italiana today called Euronext Milan.

market

### **FDA**

site obtains the FDA (Food and Drug Administration) authorization. "Sterile Filled Small Volumes Parenteral Drugs

Our production

### **Orabloc**

Under the Pierrel brand, we start the registration and marketing of dental anesthetics. Orabloc is launched on In 2021 from the the American market. Today Orabloc has 43 market authorization in 33 countries from Canada to Taiwan.

### Medical devices

In 2018 was launched in the USA. Canada, UK and Italy of the medical device Goccles. brand Orabloc comes a new medical device. Orabloc **Needlestick Safety** System and in 2022 **Orabloc dental Needles** are distributed in the U.S.





1975

1985

1985-2000

2006

2009

2011

2018-2022

## Our philosophy



### To produce with quality respecting the environment.

To respond promptly to the needs of the market, to pursue with tenacity the goals of international expansion, to ensure a healthy and stimulating working environment for our employees, all seasoned by passion and Italian genius.

### **OUR MISSION**

We produce in Italy dental anesthetics, using advanced technologies and providing to dentists all over the world innovative products for the prevention and treatment of oral diseases.

### **OUR VISION**

To become a benchmark for dental anesthesia and for innovative solutions for oral health.



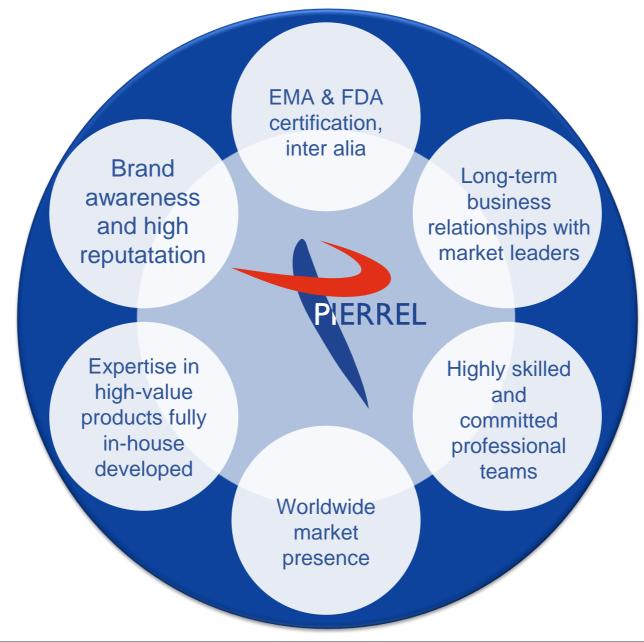


## The value chain



## The critical success factors





## **Main customers**







































## The global market of dental anesthetics



### Industry background

Local anesthetics are commonly used in dental practice. Today's availability of a variety of local anesthetic agents enables dentists to select an anesthetics with specific properties, such as time of onset and duration, hemostatic control, and degree of cardiac side effects. The anesthetic agents available for dental use are: articaine. lidocaine. mepivacaine. prilocaine and bupivacaine. Articaine is the market leader in Europe (East & West), Russia, CIS countries. Lidocaine is the market leader in emerging markets. Articaine and lidocaine share the market equally in the USA.

## Worldwide consumption of dental anesthetic:

- About 1.1-1.3 billion cartridges per year for a total of about 550-600 million dollars of which more than a quarter consumed in the United States for a value of about 210 million dollars.
- Growth rate: 2%-3% per year.

North America (USA and Canada) is the largest market for dental anesthetic and is estimated at about 300 million doses per year.

In the United States the use of lidocaine exceeds that of articaine because:

- articaine was introduced in the United States in 2000 (lidocaine in 1970)
- articaine is more expensive than lidocaine (more than 50%).

It is estimated that the use of local anesthetics worldwide is about 1 billion doses per year and articaine accounts for 35% of the total market.

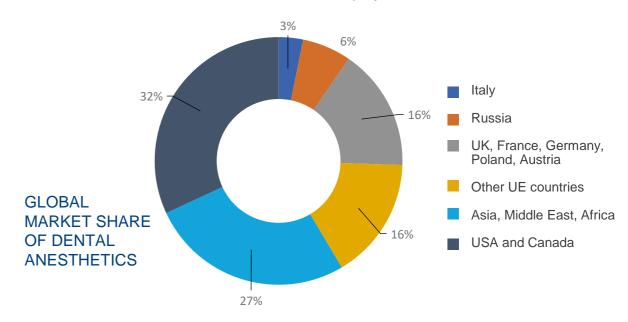
### Competitors

The main players in the dental anesthetic market are the following:

- Septodont (France)
- Pierrel (Italy)
- 3M Espe (Germany)
- Inibsa (Spain)
- DFL (Brazil

Septodont, Pierrel and Inibsa are the only ones that rely on a global presence and are active with their brands and through private label agreements.

Pierrel accounts for 10% of the global market, in terms of production capacity. Septodont accounts for 50% while the other players account for the rest.



Source: Pierrel

## **Products**



# **Orabloc**<sup>®</sup>

Anaesthetics (Articaine epinephrine, Mepivacaine with or without epinephrine, Lidocaine with epinephrine) and dental anesthesia complementary products.







Glasses for the screening of oral lesions











## **Contacts:**

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