



Pierrel Presentation

Pierrel Brief Information for Stakeholders

July 2025



Who We Are

Pierrel overview

A global player in the pharmaceutical market

- Since 1948, Pierrel has been an Italian pharmaceutical company whose core business is the registration and commercialization of dental anesthetics with its own brands: Orabloc®, Ubistesin™, Xylestesin™ and Mepivastesin™
- Thanks to authorizations from the EMA, FDA, and other major drug regulatory agencies, Pierrel anesthetics are present in most international markets with significant market shares.



Pierrel governance

BOARD OF DIRECTORS

Raffaele Petrone
Chairman

Rosario Bifulco
Vice Chairman

Fulvio Citaredo
CEO

Fernanda Petrone
Director

Mauro Fierro
Indipendent Director

BOARD OF AUDITORS

Paolo Nagar
Chairman

Fabio Rossi
Statutory Auditor

Monica Valentino
Statutory Auditor

Mena Menzione
Alternate Auditor

Antonello Scrimieri
Alternate Auditor

AUDIT FIRM

PRICEWATERHOUSECOOPERS 



The Site

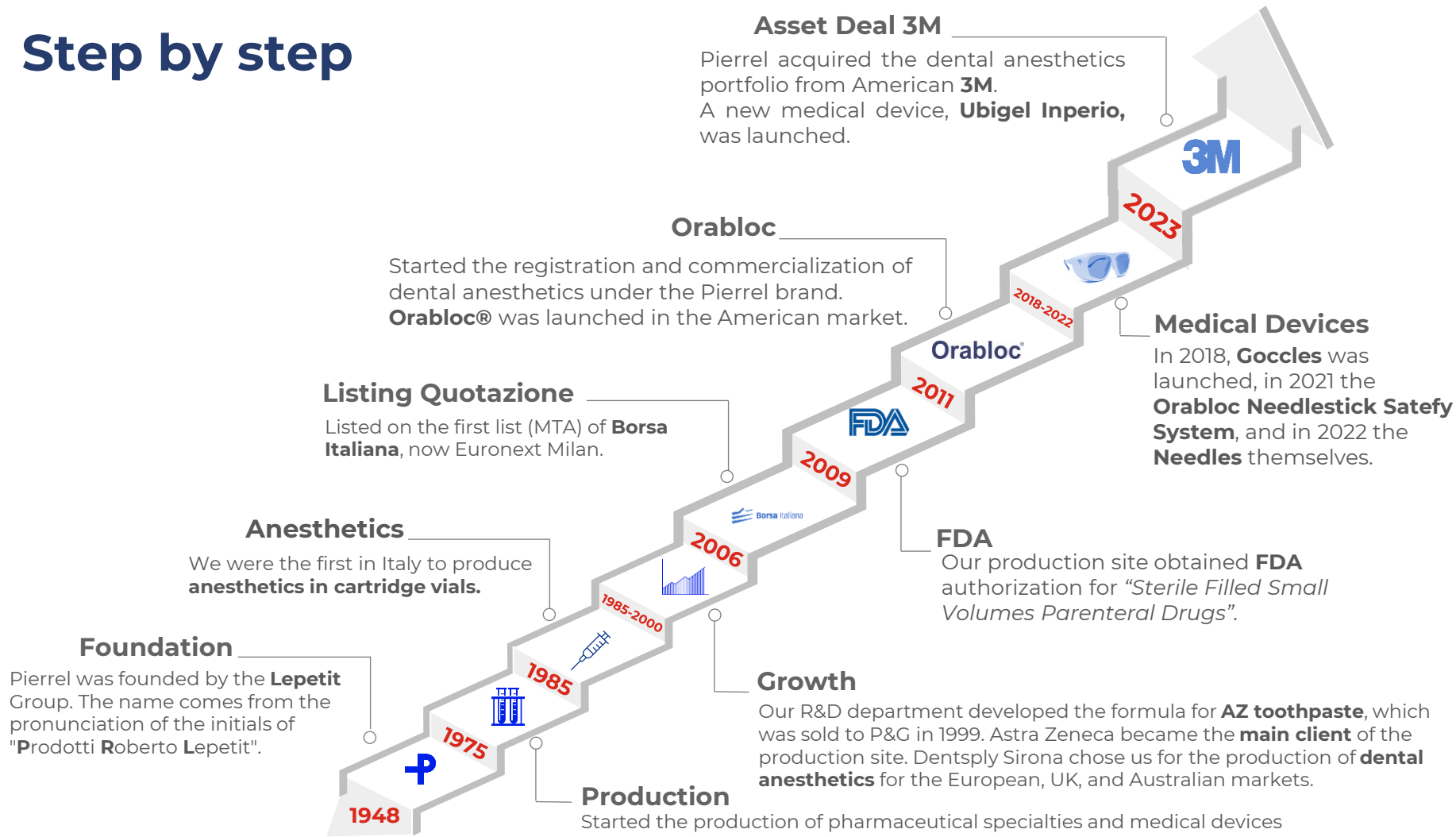
The headquarters and operational site are in Capua (CE). The production plant was authorized by the EMA (European Medicines Agency) in 1989 and by the FDA (Food and Drug Administration) in 2009 for the aseptic production of injectable drugs.

The production site covers an area of 40,000 sqm, including:

- 11,000 sqm built area:
 - 6,000 sqm dedicated to production.
 - 5,000 sqm dedicated to the warehouse (with the ability to store at different temperatures: 2-8°C, 15°C, and 25°C), chemical and microbiological laboratories, and offices.



Step by step



Our Values

Flexibility and Reliability

Controlling the supply chain from production to commercialization allows us to be flexible, reliable, and punctual for our distribution network.



Quality

It is the core value of our corporate culture and the principle that inspires all our processes.

Innovation and Uniqueness

Collaborating with universities and research centers enables us to develop innovative and distinctive solutions in the oral health sector for the benefit of patients and professionals.



Kindness and Firmness

With courtesy, politeness, and a broad smile, we pursue our goals with courage, determination, and coherence. We listen and respect others, communicating clearly and directly without being aggressive.

Tenacity



We never stop and are constantly committed to establishing Pierrel as an Italian excellence and a reference point for dental professionals worldwide.

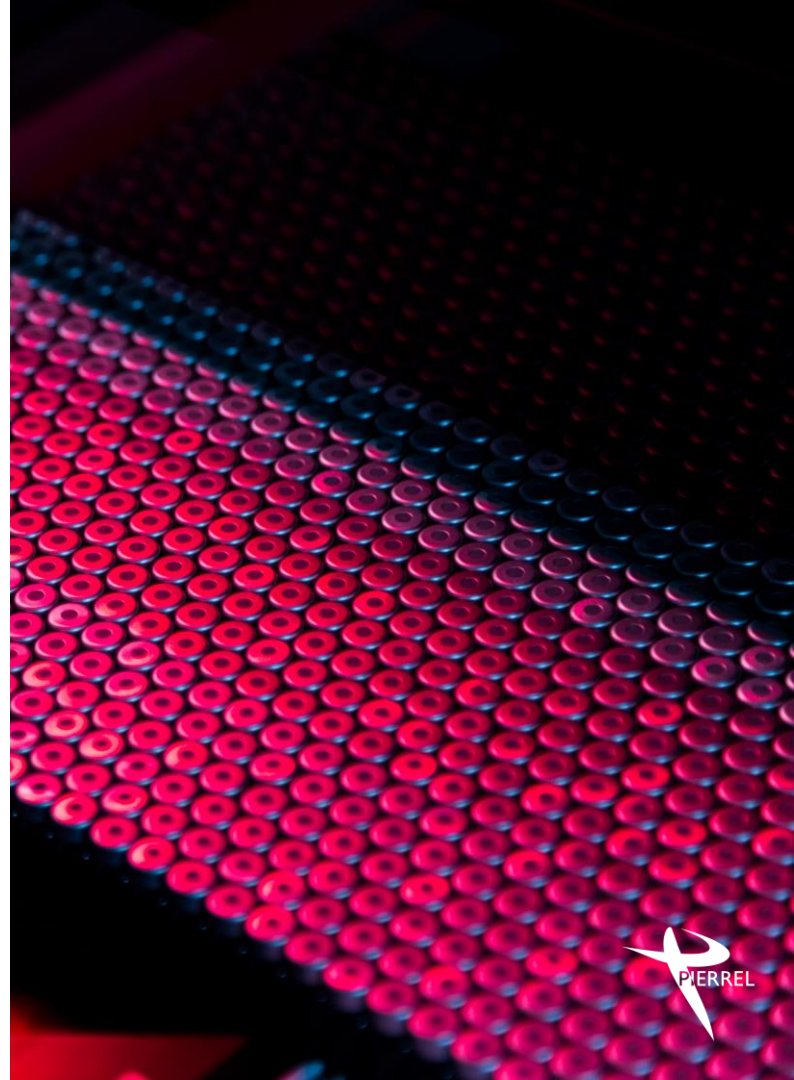
Our Pillars

MISSION

We produce dental anesthetics in Italy using cutting-edge technologies and provide dentists worldwide with innovative products for the prevention and treatment of oral diseases.

VISION

To be a global reference point in the dental anesthesia sector and in the search for innovative solutions for oral health.



Our identity

PHILOSOPHY

To produce with quality and environmental respect, respond promptly to market needs, pursue international expansion goals with tenacity, and foster a stimulating work environment, all fueled by Italian passion and genius.





Our strategy

Our Growth Strategy

100 AUTHORIZATIONS IN 68 COUNTRIES

- Canada & USA
- Continental Europe
- Middle East & Far East
- New Zealand

INCREASE PRODUCTION
CAPACITY & EFFICIENCY OF
INTERNAL PROCESSES
NEW MARKETING
AUTHORIZATIONS

NEW
MARKETING
AUTHORIZATIONS





Our Products

Dental anesthetics

A wide portfolio of molecules with FDA approval

- **Articaine**-based anesthetics for local infiltration or conduction anesthesia in simple or complex dental procedures. Fast activation (1-9 minutes) and long shelf-life (2 years).
- **Mepivacaine**-based anesthetics for local and regional trunk anesthesia for dental and stomatological use. Rapid onset (2-3 minutes) and prolonged anesthesia (130-160 minutes), allowing for longer procedures.
- **Lidocaine**-based anesthetics for local anesthesia in dentistry in cases of intense ischemia.
- **Prilocaine**-based anesthetics for local and regional trunk anesthesia for routine operations. Ensure better tolerance and long-lasting anesthesia (90 minutes).



Medical Devices

- **Orabloc Needlestick Safety System**, for manual needle recapping with one hand, preventing accidental needle sticks from potentially infected needles.
- **Orabloc Dental Needles** are made in Italy from stainless steel with ultra-thin walls, triple-beveled tips, and silicone coating.
- **Pluraject 2**, Aspiration Syringe ensures precise control of local anesthesia with a simple and fast cartridge loading system.
- **Goggles**, glasses use tissue autofluorescence technique to detect potentially serious oral pathologies invisible to the naked eye.
- **Ubigel Inperio**, adhesive regenerating gel for the professional treatment of periodontitis in the dental field



Our brands

Orabloc[®]

Citanest[®]

Xylocaine[®]

Xylestesin[™]-A

Ubistesin[™]

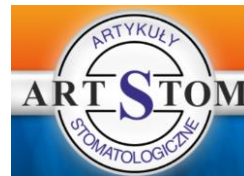
Mepivastesin[™]

Ubigel
Inperio

GO**CO**LES



Established Partnerships with Major Dental Dealers





Brand Awareness & Reputation

International Exhibitions



CHICAGO DENTAL SOCIETY™
MIDWINTER MEETING



Certifications and Awards



Environmental & Social Responsibility

With its sustainability policy, Pierrel contributes to achieving 6 UN Agenda 2030 goals.

7 - CLEAN AND ACCESSIBLE ENERGY

- Energy consumption reduction: -42% since 2010.
- Installation of a photovoltaic system with a power of 504 kWp, producing approximately 630,000 kWh annually.

9 - INNOVATION AND INFRASTRUCTURE

- Investment in eco-sustainable refurbishment of the plant.
- Installation of a trigenerator.
- Increase in human resources: +42% in 1 year, of which 76% are under 35 years old.

6 - CLEAN WATER AND HYGIENE

- Total water saved: 140,982 m³; -90% since 2010.

12 - RESPONSIBLE CONSUMPTION AND PRODUCTION

- Waste production reduction: -67% since 2009.
- UNI EN ISO 14001 Certification.

3 - HEALTH AND WELL-BEING

- Oral cancer screening offered to all employees.
- Flu vaccination campaign.

15- LIFE IN LAND

- 77% of generated waste is sent for recovery according to reference regulations.





Thank you