

# Pierrel Spa

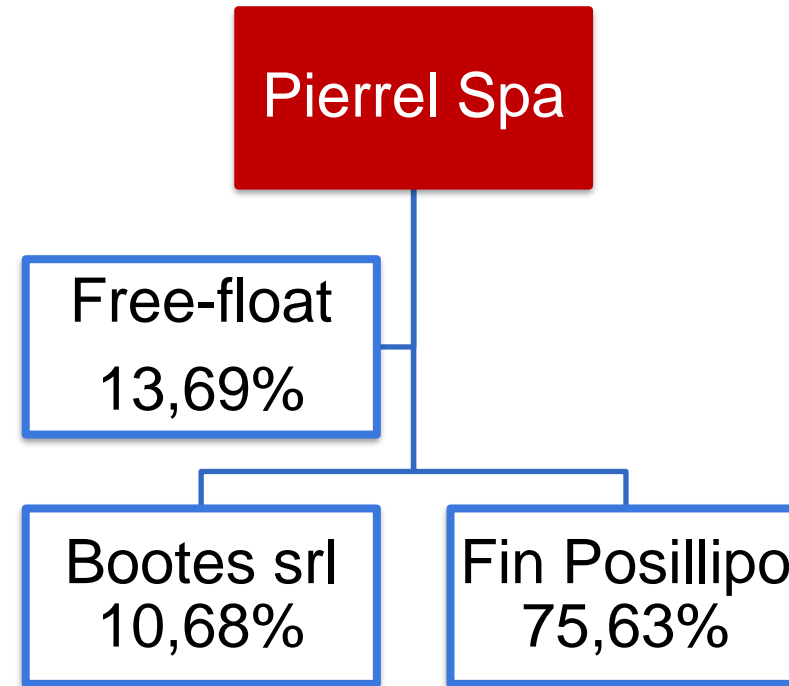
Company Profile

# 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

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Rosario Bifulco	VICE CHAIRMAN
Fulvio Citaredo	CEO
Maria Paola Bifulco	DIRECTOR
Fernanda Petrone	DIRECTOR
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Monica Valentino	STATUTORY AUDITOR
Fabio Rossi	STATUTORY AUDITOR
Mena Menzione	ALTERNATE AUDITOR
Antonello Scimieri	ALTERNATE AUDITOR

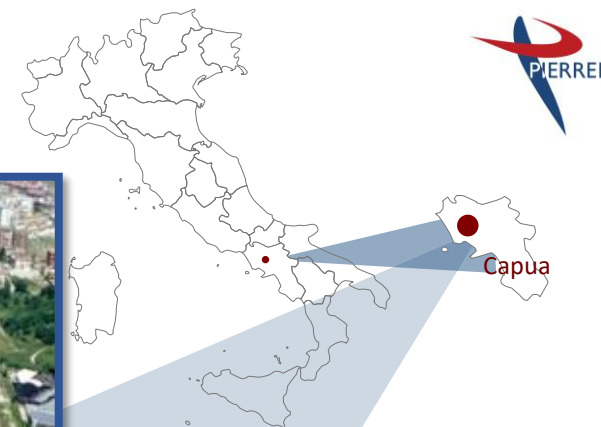
**THE INDEPENDENT AUDITOR**  
responsible for auditing the accounts is  
Pricewaterhouse Coopers Spa

# 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 **11,000 square meters built of which 6000 square meters for the production departments** and the remaining areas used as a warehouse



**Warehouse**

**Labs**

**Production**

# Our milestones

## Foundation

The **Lepetit Group** founded the pharmaceutical chemical company Pierrel, dedicated to the **production of antibiotics and vitamins**. "Pierrel" name is the initials of "Produits Robert Lepetit"

## Production

Starts the production of **pharmaceutical specialties and medical devices**

## Anesthetics

The production of **local-regional anesthetics** in vials and bottles is started. 1st in Italy to produce anesthetics in cartridges

## Growth

Development of **toothpaste AZ formula**, then sold to **P&G** in 1999

**AstraZeneca** becomes the **main customer** of the production site

**Dentsply Sirona** chooses Pierrel **Capua site** to produce dental anesthetics for Europe, UK and Australia

## Stock exchange

Listing on **Euronext Milan** (ex MTA market)

## FDA

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

## Pierrel brand

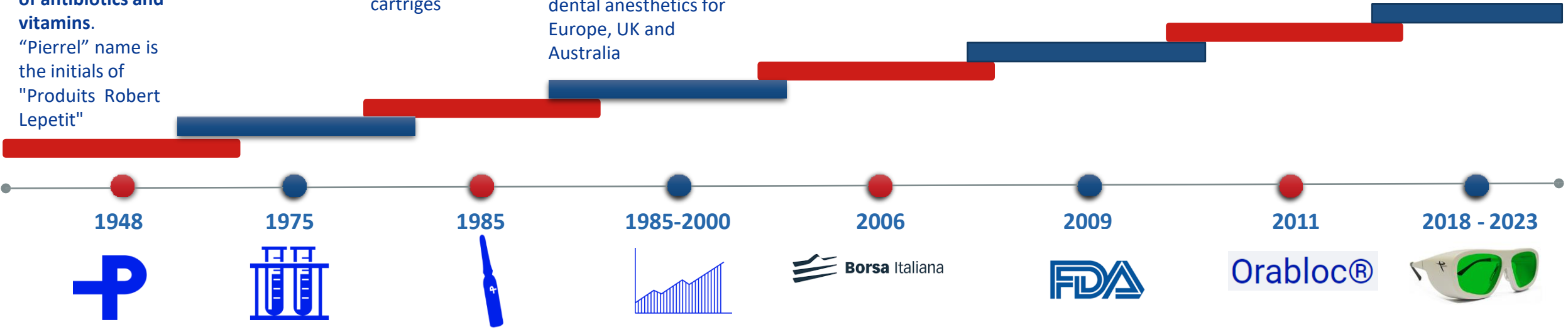
Starting of the registration and marketing of dental anesthetics under **Pierrel brand Orabloc**

Today Orabloc has **44 market authorization in 37 countries** from Canada to Taiwan

## Medical devices

Launch in the USA, Canada, UK and Italy of the medical device **Goccles** (2018)

New medical device **Orabloc Needlestick Safety System** (2021), **Orabloc dental Needles** (2022), and **Ubigel** (2023)



# 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.

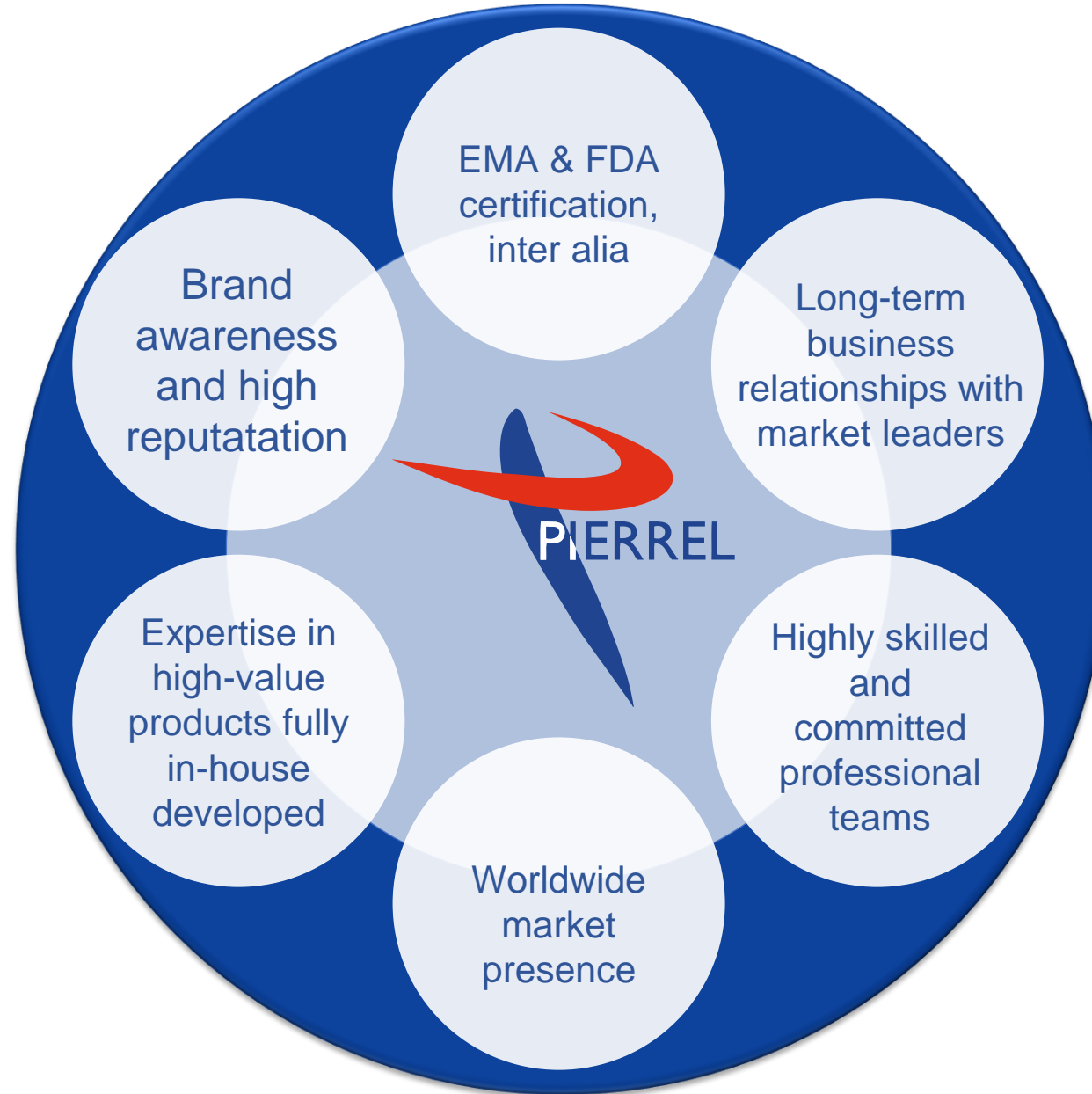




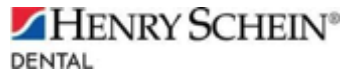
# The value chain



# 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 anesthetic 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.

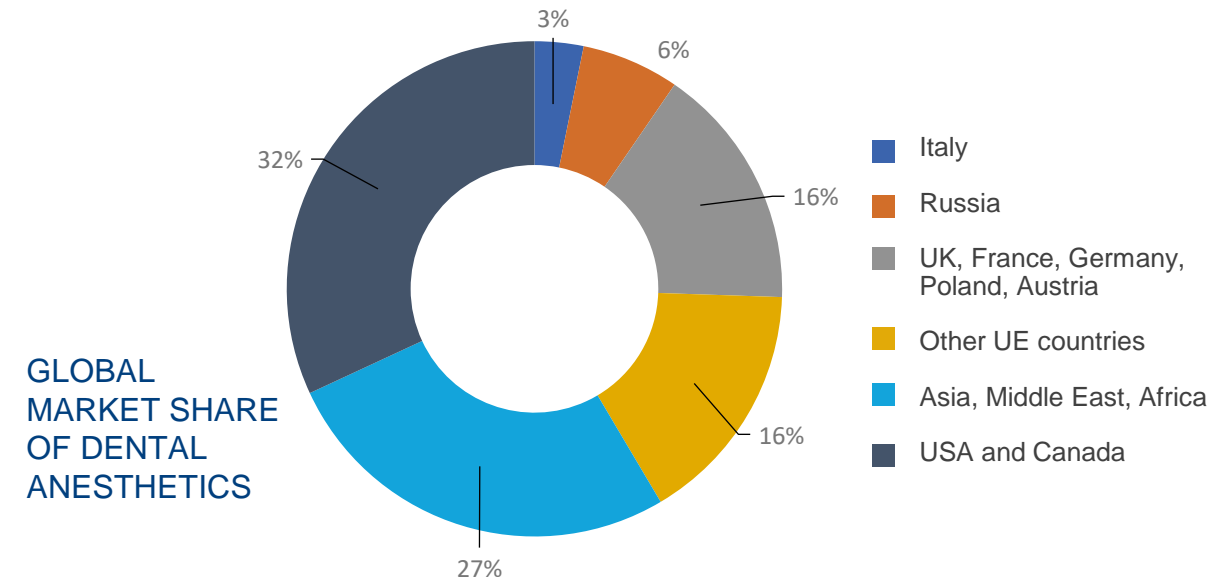
## Competitors

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®

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



Glasses for the screening of oral lesions

## GOCCOLES



## Ubigel

Regenerating periodontal gel





## **Contacts:**

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