



*GROWING INNOVATION*

Sept 2011

Paolo Galfetti, CEO  
APR APPLIED PHARMA RESEARCH S.A.

Corporate Presentation

# Corporate Presentation

## **Corporate Overview**

Who we are  
International Presence  
Our Business Model  
Management Team and BoD

## **Development & Licensing**

Status  
Rx Pipeline  
Consumer Products  
Our Partners

## **Alliances & Special Projects**

Bio'n  
Halykoo

## **Delivery**

Consultancy Services  
Drug Delivery Systems

## **Conclusions**

**Private, independent and integrated Swiss Corporation**

**Operations started in 2000**

**Robust pipeline of innovative Rx and OTC products**

**B to B business model with a strong international network of marketing partners**

**Proprietary patented technologies**

**Products launched in over 70 markets**

## **OUR VISION**

To become a leading  
Company  
Delivering, Funding and  
Supporting Innovation in  
Healthcare



**APR strategic approach to Innovation is pursued through:**

***Development & Licensing***

of innovative, proprietary products using patented technologies for oral and topical applications

***Alliances & Special Projects***

including investments into companies or specific projects synergic to APR's business model, and providing of capital and know how

***Delivery***

of strategic consultancy, R&D and regulatory services in EU and US with a one-stop-shop approach and Drug Delivery Technologies



Globally Developed  
and out-licensed  
innovative, patented  
products



Several Rx and OTC products  
at revenue generating stage,  
launched in major markets or close  
to approval in EU and US



Strong Licensing  
Network with out-  
licensing agreements  
in all major territories  
including US, EU,  
China;



Consistent R&D pipeline

Product/Technology	Indication	Formulation	Up Scaling	Clinical Dev.	Registration	Approved	Marketed	Major Brands
Diclofenac K IR 50 mg Sachet	Pain, Migraine	[Progress bar: 100%]						Novartis' Voltfast® Nautilus' Cambia®
Diclofenac K IR 50 mg Tablets	Pain	[Progress bar: 100%]						Inflamac Rapid®
4 and 8 mg Ondansetron ODFilm	CINV, PONV	[Progress bar: 100%]						Setofilm® Strativa's Zuplenz®
Hypochlorous Acid in liquid carrier Nanotechnology	Disinfectant and Tissue Regeneration	[Progress bar: 75%]			Multiple Indications			Bio'n™
5 and 10 mg Donepezil ODFilm	AD	[Progress bar: 75%]						
5 and 10 mg Olanzapine ODFilm	Antipsychotic	[Progress bar: 50%]						
2,5 and 5 mg Zolmitriptan ODFilm	Migraine	[Progress bar: 75%]						
Diclofenac K 50 mg ODT Tablet	Pain	[Progress bar: 50%]						
Diclofenac K 50 mg ODPowder	Pain	[Progress bar: 50%]						



## DICLOFENAC IR MIGRAINE

- Patented Immediate Release Technology

### DESCRIPTION INDICATION

First Patented Diclofenac (NSAID) Intended for treatment of severe Migraine Attacks with or without Aura based on APR's proprietary Dynamic Buffering Technology (DBT)



### UNIQUE SELLING PROPOSITION

- Fast onset of Clinical Action (15 Min)
- As effective as Triptans with better side effects profile;
- > Affordable and cheaper than Triptans;
- > It is the only Migraine drug which seems to stop progression of Migraine

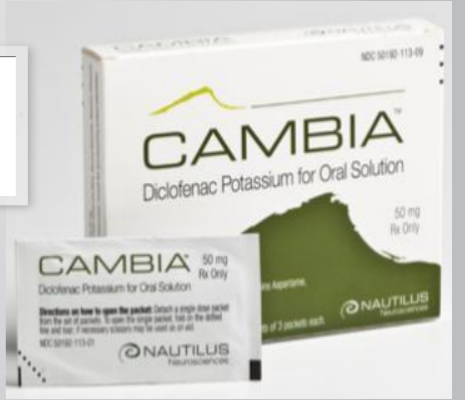
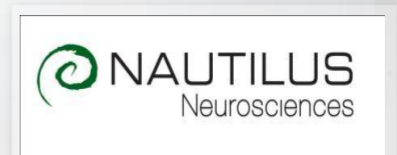


Marketed in about 40 countries by Novartis Pharma



Launched in US in May 2010

Over 55 Million doses sold in 2010



DEVELOPING INNOVATION



**ONDANSETRON ODF**

**DESCRIPTION INDICATION**

Emesis, prevention of chemotherapy and radiation-induced nausea and vomiting and prevention of postoperative nausea and vomiting (PONV)

REALIZING INNOVATION

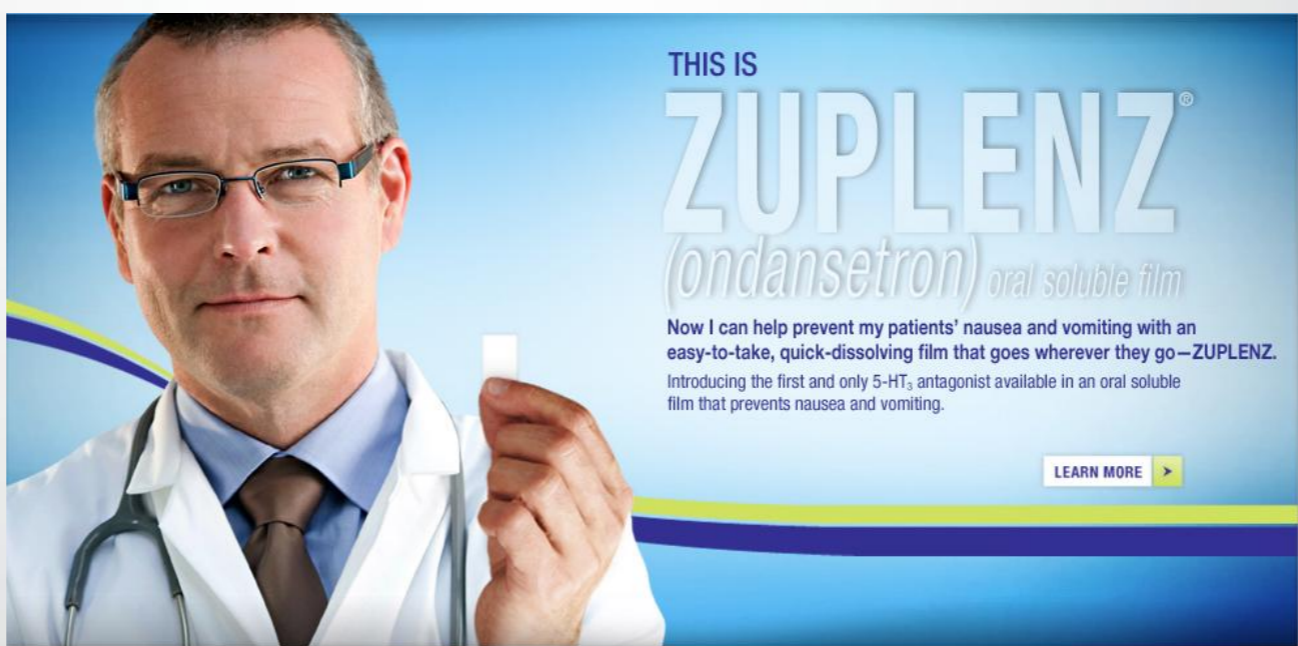
**UNIQUE SELLING PROPOSITION**

- Oral Dispersible Film (ODF) is a novel consumer friendly, portable, easy to handle dosage form;
- Not Substitutable (A/B Ratable)
- Got Pediatric Indications thanks to the delivery format



**Approved for Marketing in EU in March 2010**

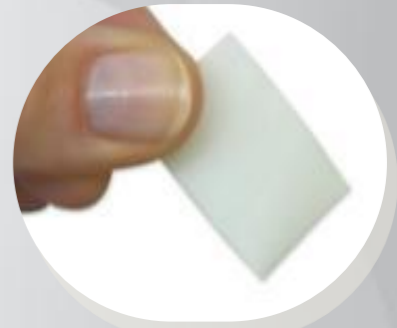
**Approved by FDA in July 2010 and launched**

THIS IS  
**ZUPLENZ**<sup>®</sup>  
*(ondansetron) oral soluble film*

Now I can help prevent my patients' nausea and vomiting with an easy-to-take, quick-dissolving film that goes wherever they go—ZUPLENZ. Introducing the first and only 5-HT<sub>3</sub> antagonist available in an oral soluble film that prevents nausea and vomiting.

[LEARN MORE](#) >



Development and Licensing  
of consumer products as  
risk mitigation strategy



Leverage of APR technologies and expertise  
to develop innovative OTC products:

- Patches
- Topical Sticks and Creams
- Orals formulations







**Bioselenia** is a licensing and asset management company operating in certain EU markets.



**Nautilus Neurosciences** is a neurology-focused specialty pharmaceutical company.



**Halykoo** is a complete line of consumer products dedicated to Baby Health.



**BIO'N** is a Pure and Stable HClO (Hypochlorous Acid) in a liquid carrier obtained through our patented Nano-Technology platform.



## HYPOCHLOROUS ACID (HCIO)

HCIO is the safest and most powerful antibacterial agent.

HCIO is produced by the human immune system as protective agent against infectious pathogens, including bacteria, viruses, yeasts and some fungi.

HCIO is a primary driver in any tissue regeneration, wound healing process.

HCIO is a gas in Nature and therefore with limited applications in humans.

**bio**  
PROJECT



APR patented Nano-Technology platform enables production of **Pure and Stable HCIO** in a liquid carrier where all the most important parameters (pH, ORP, Free Chlorine, Stability) are balanced and optimized in order to obtain one of the best formulation in terms of Efficacy and Safety so maximizing its disinfectant and tissue regenerating properties.



- Extensive IP
- Short time to market
- Multiple therapeutical indications
- High medical need



- Antibacterial with no antibiotic resistance
- Tissue Regeneration properties (by mimicking the human immune system)
- Long term stability
- Excellent safety/efficacy profile

Moderate to severe Acne

Onychomycosis

Chronic Wounds & Burns

Corneal Injury



## INNOVATIVE CONCEPT

- Complete line of products based on **mother/baby relation** for the solution of common baby discomforts.
- **User Friendly** products (specific to any age related need) with proven efficacy and improved safety.
- **Single umbrella brand** for multiple indications.

## EXPANDIBLE

By adding therapeutic indications and/or products.

## ADDITIONAL BUSINESS

A Brand Platform complementary to existing brand portfolios.

## SUSTAINABLE INVESTMENTS

Product range ready to market with a “store in pharmacy” concept.

# HALYKOO

## The proposed Brand

Halykoo, in its Hi-tech looking pack, combines product innovation with a user friendly approach tailored on specific baby age related needs, offering consolidated, safe solutions and supporting mother/baby interaction and relation.



19 products ready to market in 2011 and additional 18 Products underway (for Brand Platform Management).

Concept validated with several focus groups. (concept, brand, insight values and product contents)

## The proposed lettering


The proposed brand is composed by 2 souls: the first (Haly) suggests a scientific and solid approach while the other (Koo = the smiling face) supports the user friendly concept and the baby/mother relation.

	AGE GROUP A	AGE GROUP B	AGE GROUP C	TOTAL
Therapeutical Area 1	6	3	2	11
Therapeutical Area 2	5	5	2	12
Therapeutical Area 3	5	1	2	8
Therapeutical Area 4	3	1	2	6
TOTAL	19	10	8	37


## Commercial and R&D organization offering:



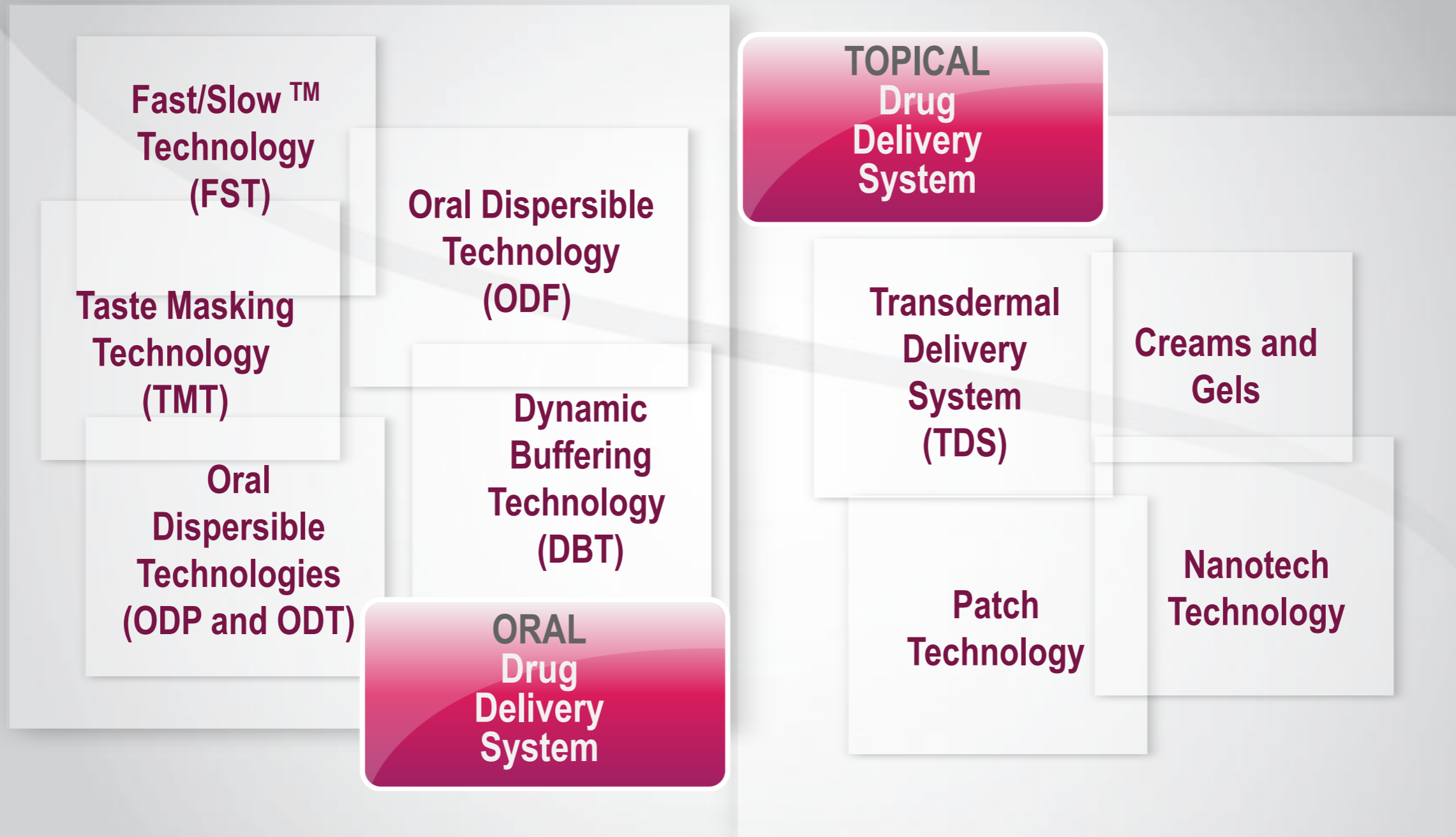
Development and Regulatory Services with complete supervision, management and execution of the entire project

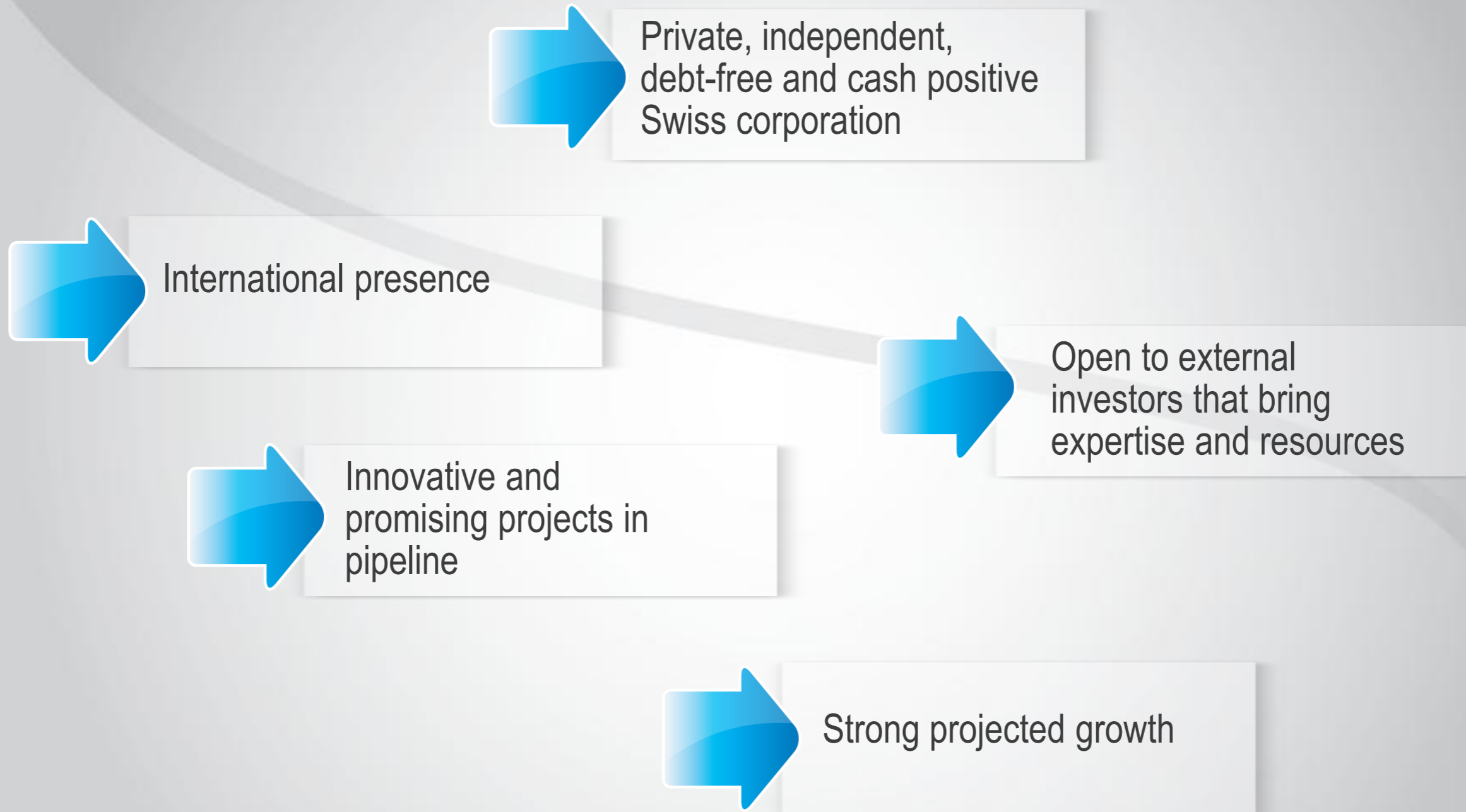


Development of oral and topical formulations (pharmaceuticals, nutraceuticals, dermocosmetics, Medical Devices, etc.) and Drug Delivery Technologies



Risk/Benefit assessment, market analysis







**Many thanks for your attention.**

**APR APPLIED PHARMA RESEARCH S.A.**

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