

**Fidia Farmaceutici S.p.a. enters the Italian pediatric market segment.
Signed partnership agreement with APR Applied Pharma Research s.a. for the promotion and
marketing of the HALYKOO Line in Italy**

Abano Terme (Italy)/Balerna (Switzerland), 2nd July 2015

Fidia Farmaceutici S.p.a. (“**Fidia**”) enters the Italian pediatric healthcare market with the acquisition of the HALYKOO Line developed by the Swiss-based company APR Applied Pharma Research s.a. (“**APR**”), specialized in the development of innovative and patent-protected products (prescription and OTC), that are marketed worldwide through licensing and distribution agreements.

The HALYKOO products will be available in Italy starting next fall: this is the first complete line of products offering, under only one unique brand, tailor-made therapeutic solutions, designed and developed for children’s health and wellbeing since newborns.

This partnership has enabled Fidia, a leading Italian healthcare company specialized in the R&D and marketing of innovative products based on hyaluronic acid, to officially enter the pediatric market segment. “We are pleased to complement our portfolio with high-quality, safe and effective products, with innovative and child-friendly formulations, that offer reassurance to parents, many of whom are already acquainted with Fidia’s brand, also in taking care of their little ones.” – said Giorgio Foresti, Fidia Farmaceutici’s CEO. “The HALYKOO brand will integrate Fidia’s Personal Care product portfolio, that currently offers a range of treatment options for skin and mucosal health.”

“The Italian consumer market and especially the pediatric healthcare market has been steadily declining over the last few years” commented Giorgio Foresti. “However, HalyKoo represents a great opportunity to successfully compete in a worthy market segment such as baby healthcare, where we expect to reach an adequate market share despite the high fragmentation of this crowded market, with several hundred players at pharmacy level”.

Over the last 20 years, APR has developed high-quality products certified according to the strictest international regulations. “We design and develop science-driven, value-added products we market successfully in over 50 countries, including Europe and the USA, through licensing and distribution agreements with leading pharmaceutical companies.” – said Paolo Galfetti, CEO and co-founder of APR. “We are very pleased about the partnership with Fidia Farmaceutici because they are the ideal partner to take this innovative line to fruition for all Italian mothers.

About Halykoo

Halykoo is a new global brand in the pediatric self-care market, conceived and developed by APR starting from an unmet demand driven insight, which aims to transform the moments of child healthcaring in a time of relation (between mother and kid) peaceful, simple and safe in order to get parents’ confidence and smiling babies.

Halykoo is the first and only OTC pediatric healthcare brand that matches formulations specifically focused on each of the unique ages and stages of children’s growth, since birth, with smart and innovative formulations and delivery systems intended to simplify their use for parents and reduce the hassle for babies.

Halykoo products are the perfect combination of responsible, Swiss, high-quality research combined with an extensive understanding of child and caregivers needs: as a result, each Halykoo product provides the



right formula – from accurate selection of the ingredients (including natural BIO certified components), to careful dosing of the active principles and full compliance with the strictest safety standards - and the right delivery system for the right age.

For more info about Halykoo, please visit: www.halykoo.com

About Fidia Farmaceutici S.p.a.

Fidia Farmaceutici S.p.a. is a multinational, integrated pharma company headquartered in Abano Terme, Italy and based on extensive R&D on hyaluronan and its proprietary derivatives, with specialized technology platforms, that enable the company to produce hyaluronic acids with different molecular weights and characteristics, according to the indications designed for the finished products. Fidia Farmaceutici S.p.a. products are marketed in over 100 countries worldwide, through fully owned subsidiaries and a comprehensive network of partnerships and distributors. The Company operates in diverse therapeutic areas, providing a wide array of innovative treatment options - medicinal products, medical devices, nutritional supplements and biomaterials - for application in Joint Healthcare, Wound Care, Dermatology and Aesthetics. Fidia Farmaceutici SpA is part of P&R Holding, a chemical group operating in the manufacturing of Active Pharmaceutical Ingredients, Advanced Intermediates, and High Potency Drugs dedicated to diseases with high socio-economic relevance. For more info, please visit www.fidiapharma.com.

About APR Applied Pharma Research s.a.

APR is an independent Swiss company, specialized in the development of science-driven, patent-protected healthcare products. The Company identifies, develops and licenses science-driven, value-added products designed to address patient or consumer needs in selected therapeutic areas on a global basis. Specifically, APR is currently focused on 2 (two) major areas: (i) internally developed and financed (alone or with our co-development partners) proprietary, value-added products to be licensed to healthcare companies for their commercialization, and (ii) support to third-party projects, by offering value-added, R&D services under contract and fee for service arrangements. APR has a balanced pipeline of revenue-generating branded products marketed in all major markets, combined with a compelling pipeline of products at different development stages. APR has entered into licensing and partnership agreements with pharmaceutical companies in over 70 countries, with international sales on a worldwide basis. For more info, please visit: www.apr.ch.

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