



APR Applied Pharma Research S.A. and Eris Pharmaceuticals (Australia) Pty Ltd. announce the signature of a license agreement for the distribution and marketing of the HALYKOO line in Australia and New Zealand.

Melbourne (Australia)/Balerna (Switzerland), 2nd December 2015

APR Applied Pharma Research S.A. (“APR”), the independent Swiss company, specialized in the development of science-driven, patent-protected healthcare products, and Eris Pharmaceuticals (Australia) Pty Ltd. (“Eris Pharma”), a leading pharmaceutical company, currently specialized in the development and marketing of healthcare products in Australia and the emerging markets, today announce the beginning of a partnership for the promotion, distribution and marketing of the Halykoo baby healthcare product line in Australia and New Zealand.

Thanks to this license agreement, APR records another success in widening its global network of partners for the brand Halykoo, which has been recently launched in Italy and will be rolled out in 2016 in several countries across the world, proving Halykoo high level of quality, innovation and appeal on an international basis.

This partnership will enable Eris Pharma to enter the pediatric market segment through the offer of the new and innovative brand, Halykoo - the first complete line of products including tailor-made therapeutic solutions, designed and developed for children’s health and wellbeing since newborns.

“We are proud to have the chance to launch the Halykoo range in Australia and New Zealand” – said Mr. Panos Athanasiou, CEO of Eris Pharma. “The HALYKOO brand will complement consistently the product portfolio of Eris Pharma, that currently covers a wide range of prescription medicine, OTC products, Medical Devices and skincare products, most of which are mainly addressed to adults. Adding the Halykoo products in our portfolio will enable us to bring to the Australian & New Zealand markets products targeting currently unaddressed needs of children from a very young age, providing the needed confidence and reassurance to their parents.”

Eris Pharma Sales Director Mr. Karl Hansen asserted that “Halykoo represents a great opportunity to successfully compete in as valuable an area of the market as pediatric healthcare. Australian parents spend many billions of dollars each year ensuring the healthcare needs of their children are met, but are often confused in a congested marketplace. At the same time they are concerned about the ingredients in the products they buy, which is why the Halykoo range offers unique, innovative products that parents can trust. Eris Pharma is very excited to introduce Halykoo to Australian parents and is looking forward to playing a continuing role in their children’s health.”

Over the last 20 years, APR has developed high-quality products certified according to the strictest international regulations. “We are delighted to hail this partnership with Eris Pharma, which allows APR to enter new attractive overseas markets, Australia and New Zealand, and proves Halykoo internationally valuable positioning and potential” said Paolo Galfetti, CEO and co-founder of APR. “We reckon that Eris Pharma is the right partner to introduce to caregivers and consumers an innovative and unique product option as Halykoo”.



About Hal koo

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 healthcare 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 Eris Pharmaceuticals (Australia) Pt Ltd

Eris Pharmaceuticals (Eris Pharma) was established in Australia in 2009 as a generic pharmaceuticals company. Today, Eris Pharma is an international leader in developing and distributing premium quality healthcare products in the generics, dermocosmetics, OTC and medical device categories. Eris Pharma's focus is on premium products in numerous therapeutic categories that contain only the highest quality ingredients in specialised formulations.

Eris Pharma distributes its products to over 25 markets worldwide and has an aggressive plan to grow the business, focusing heavily on the Australian market. Underlying this ambition is Eris Pharma's desire to form strong relationships that deliver only the best possible outcomes for customers and end users.

For more info about Eris Pharmaceuticals, please visit www.eris-pharma.com.au.

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.

Contact:



Eris Pharmaceuticals (Australia) Pt Ltd

Panos Athanasiou; Chief Executive Officer

T.: +61 4 14143678 or email to p.athanasiou@eris-pharma.com

OR

Karl Hansen; Sales Director - Australia and New Zealand

T.: +61 4 17062642 or email to k.hansen@eris-pharma.com

APR Applied Pharma Research s.a.

Paolo Galfetti; Chief Executive Officer

T: +41 91 6957020 or email to paolo.galfetti@apr.ch