



**APR Applied Pharma Research S.A. and Hao Le Ku (Beijing) Infant and Maternity Co., Ltd. announce the signature of a license agreement for the distribution and marketing of the HALYKOO line in China.**

Beijing (China)/Balerna (Switzerland), 16<sup>th</sup> December 2015

APR Applied Pharma Research S.A. (“APR”), the Swiss, independent developer of science driven, patent protected healthcare products, and Hao Le Ku (Beijing) Infant and Maternity Co., Ltd. (“HLK”), a Chinese marketing company specialized in baby products, today announced the start of a partnership for the promotion, distribution and marketing of the Halykoo baby healthcare product line in China.

Thanks to this license agreement, APR will introduce its Halykoo brand also in the greater China, including Hong Kong Macau and Taiwan, thus further expanding the distribution across the world, which next year will cover many countries in Europe and Australia. This collaboration is the confirmation of the strong appeal that Halykoo offers to the international pediatric arena, due to its distinctive positioning in the market.

This partnership will strengthen HLK position in the baby market segment, allowing the company to compete in a highly attractive market through the offer of an innovative brand as Halykoo, which sets a very new pace in the pediatric healthcare market by providing problem solution products in smart and tailored delivery formats for happier kids and more confident moms and caregivers.

“We are very pleased to seize this opportunity to launch the Halykoo range in China – “said Mr. Ricky Ren CEO of HLK – “and very much agreed with Halykoo’s brand spirit: Research with babies in mind. This perfectly matches our company’s long-term goal for the Chinese Market. We are confident our parents will enjoy Halykoo products and grow with their children healthily”.

HLK Marketing Director Mr. Fang Geng stated that: “The Chinese baby product market, accounting for 3% of Chinese GDP, has been growing to over 2000 Billion RMB in 2015. The Chinese government has abandoned “One Child Policy”, consequently we believe the next decade will be the golden stage for new baby boom. With 5 years of research and development from industry leading R&D laboratory APR, we reckon Halykoo products will be perfect fit for our market, as we are convinced that every Chinese baby deserves the world's most advanced infant care products as well as every mother should get access to the world most advanced parenting concept”.

Over the last 20 years, APR has developed high-quality products certified according to the strictest international regulations. “We are very happy to welcome HLK into Halykoo international partner network, as it’s a very dynamic and groundbreaking player which in our opinion has the necessary qualifications to successfully launch Halykoo brand in the Chinese market” said Paolo Galfetti, CEO and co-founder of APR”. “No need to say we are extremely satisfied that our brand will soon peep out outside Europe, proving its unique and internationally valuable selling proposition”.

### **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 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](http://www.halykoo.com)

#### **About Hao Le Ku (Beijing) Infant and Maternity Co., Ltd.**

Our company is engaged in marketing of baby products. We are a service oriented, high quality and ethically-driven company. Our company was founded in 2013 and registered in Tian Jin, China. Our revenue has been increased dramatically during past 2 years. Our growth rate is more than 100%. Our baby protection product has been covered in many different categories in the industry.

#### **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](http://www.apr.ch).

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