



Press release

MONRONE FZC to market APR Halykoo pediatric line in the Middle East Region

Halykoo® market availability is soon to continue. APR Applied Pharma Research and Monrone Healthcare are partnering for marketing Halykoo product line in Middle East Countries

Balerna (Switzerland), December 12th, 2016 – APR Applied Pharma Research s.a. - the Swiss independent developer of science driven patented healthcare products - and MONRONE FZC Healthcare (Monrone), the middle east Outsourcing Health and Beauty business, have recently announced they have entered a partnership agreement to promote, distribute and market the Halykoo pediatric healthcare product line in Qatar, Kuwait, United Arab Emirates, Saudi Arabia, Oman, Bahrain.

Halykoo is a global umbrella brand of pediatric OTC products conceived and developed by the Switzerland based company. Halykoo innovative portfolio includes 12 different products spanning four major therapeutic areas such as skin care, cough & cold, eye, ear & mouth and nutraceutical. They all rely on formulations and delivery systems specifically tailored to match babies and children different needs throughout each stage of their growth.

This partnership will allow Monrone to accomplish its transition towards becoming an established pharmaceutical company within the MENA countries offering high quality, innovative and branded products dedicated to infants and children, such as Halykoo.

“We believe our partnership with APR is an opportunity to successfully gain a sizable share of the competitive paediatric healthcare market which, in the middle east region is worth up to 120 million \$. We believe Halykoo provides problem solution products offering parents a simple, safe and innovative range of goods to deal with their babies healthcare issues. – comments Mohamed Samir – Market access manager, MONRONE FZC - We have worked hard to be recognized as a highly dynamic yet very caring provider in the market of OTC products: the innovative products within the Halykoo line, are able to set a new pace in the pediatric healthcare market while providing added value to our partners in full compliance with our company’s commitment for the future.”

The deal between APR and MONRONE comes after previous marketing of Halykoo in Italy, Ukraine and the former Yugoslavia area, and thanks to this agreement APR will be able to introduce its brand also in the pediatric care market of many country of the Middle East, further expanding its network distribution across the world and confirming the strong appeal and distinctive positioning of Halykoo on an international scale.

Paolo Galfetti, CEO and Co-Founder of APR, explained: *“Providing parents worldwide with products that meet the specific needs of their children over the first six years of their lives, Halykoo line offers the unique opportunity to face the high consumer turnover given by babies ageing out of the category. We are proud to welcome MONRONE in our growing global network partners and strongly believe it will be an important partner for us as it holds the experience, the geographic reach and distribution infrastructure to best market and deliver Halykoo product range.”* he added.



About Halykoo

Halykoo is a new global brand in the pediatric OTC 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 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 organic certified components), to careful dosing of the ingredients 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 MONRONE Healthcare

Founded in 2012, the vision of MONRONE Healthcare. MONRONE is to become a "widely respected regional & international Healthcare company" by advancing its mission of "persisting in Nutraceutical innovation for the benefit of human beings." It focuses on constant improving, creating products through partnership with world class R&D laboratories that match the ever-changing lifestyles and needs of people and families everywhere. To date, over 44 of the company's products have been commercializing across the Middle-east, and over 600,000 patient leveraging these products, Monrone recognized as the most highly dynamics provider of over-the-counter products in Middle-east yet nimble enough to give detailed attention to each and every one of their products .To learn more about MONRONE, please visit us <http://www.monrone.org>

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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