



Press release

Hao Le Ku (Beijing) Infant and Maternity Co., Ltd. announces the launch in Hong Kong of Halykoo® line developed by the Swiss company APR Applied Pharma Research.

Hong Kong – Balerna, 5th October 2017 - Halykoo® baby healthcare consumer products are now available in Hong Kong, promoted and commercialized by the Chinese company Hao Le Ku (HLK), as a result of an exclusive partnership with APR Applied Pharma Research s.a. (“APR”), the Swiss, independent developer of science driven, patent protected healthcare products.

Hong Kong baby and child-specific products market is expected to grow at a CAGR of 2% in the next years, mainly driven by the local demand and a high per capita income. Hong Kong market is very dynamic with sophisticated consumers, historically used to international brands, being very sensitive to innovative and value added products as well as looking for brands which can offer them new meaningful experiences.

Halykoo® brand, the babies’ healthcare expert, matches the request coming from such a demanding market, as its science-driven solutions are the perfect combination of Swiss, high-quality pharmaceutical expertise with an extensive understanding of child and caregivers needs.

Halykoo® offers to parents a new way for the daily healthcare of their children, by turning a potentially stressful moment into a pleasant and rewarding experience, thanks to smart and innovative product deliveries intended to simplify their use for parents and reduce the hassle for babies.

In the first phase of launching, the distribution will focus mainly on baby and health stores that offer specialized health products and health counselling. In addition, HLK will start to build up their own online store, targeting young and highly-educated parents who are digital lovers with high purchasing power. Universal Health International Group Holding Limited has been appointed by HLK as the only distributor in Hong Kong and Macao district.

Supporting Halykoo® line at best for brand building and grasping a significant share of market, HLK has carried out a comprehensive media and communication campaign, with a specific focus on online marketing as well as social networks according to the digital mindset of the potential target. In addition, special promotions will be arranged in different distribution points through trained promoters, to introduce to young mothers Halykoo® products.

“We’re investing a lot on Halykoo® launch as we mean to build up a strong brand awareness and achieve a remarkable market share in the first year,” said Mr. Ricky Ren CEO of HLK. “We really want Halykoo® to be a great success in Hong Kong as this could be the stepping stone towards Great China.”

To celebrate the launch, HLK has participated to the 25th Eugene Baby Expo, one of the biggest international B2C baby-related exhibition, from 4th to 7th August in Wan Chai. The exhibition, held twice a year, had a record of over 500,000 visits and 800 exhibitors in average, thus being the perfect showcase for Halykoo® product range.



“We are very proud to see Halykoo® products on Hong Kong stores shelves – said Mr. Paolo Galfetti, CEO of APR – and we strongly believe that Halykoo® Swiss quality products will be soon appreciated by Hong Kong consumers, in a market where baby and child-specific products saw a steady growth in 2016.”

About Halykoo®

Halykoo®, the babies’ healthcare expert, is the first global brand offering the most comprehensive range of consumer healthcare products. It matches formulations specifically focused on each of the main stages of children’s growth, since birth, with smart and innovative deliveries intended to simplify their use for parents and reduce the hassle for babies.

The product range has been carefully developed to solve the main daily babies’ healthcare discomforts in the major therapeutic areas for turnover such as skin care, cough & cold, eye, ear & mouth and food supplementation. As of today, the portfolio includes over 18 already developed products and 10 additional products are under development to be finalized in 2018.

Conceived and formulated applying the value of Swiss pharmaceutical expertise, Halykoo provides science-driven pediatric solutions that perfectly combine smart deliveries, thanks to the application of the pharmaceutical technology knowledge, with advanced formulations, balanced on the physiological babies’ needs.

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

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

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

About APR Applied Pharma Research s.a.

APR is a Swiss, independent developer 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 added value R&D services under contract and fee for service arrangements. APR has a balanced pipeline of revenue generating branded products commercialized 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 information please visit www.apr.ch or www.halykoo.com

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