



Press Release

Cigalah Medpharm announces the launch in Saudi Arabia and United Arab Emirates of Nexodyn® AOS, the Tehclo-based wound cleanser developed by the Swiss Pharma Company APR

18th October 2018 – Dubai (United Arab Emirates) and Balerna (Switzerland). **Nexodyn® AcidOxidizing Solution (AOS), the Tehclo-based cleanser for acute and chronic wound management, is now starting to be available in Saudi Arabia and United Arab Emirates (UAE),** promoted and commercialized by the leading pharmaceutical company Cigalah Medpharm, part of Cigalah Group, following an exclusive partnership with the **Swiss Pharma company APR Applied Pharma Research** (“APR”).

The current size of wound care market in Saudi Arabia and United Arab Emirates accounts for almost 70 million USD and it's expected to keep growing in the next years because of the aging of the population and the increasing prevalence of chronic wounds, which represent roughly the 70% of the total market. As confirmed by market research, strong is the need from Healthcare Professionals (HCP) of new treatment options to ensure a faster and effective wound healing.

The innovative wound cleanser, **Nexodyn® AOS, based on APR's proprietary and patented technology Tehclo®, offers to HCPs and caregivers a new treatment option to effectively address the wound healing complexity.** Thanks to its distinctive physico-chemical properties, **Nexodyn® AOS promotes wound healing restart** by creating the ideal microenvironment to sustain the physiological healing process and **favoring an optimized lesion closure. As it contains hypochlorous acid,** it can prevent contamination or contribute to counteract local infections by exerting a **local antimicrobial effect** on the wound surface.

“We are very proud about our collaboration with APR and that Cigalah Medpharm’s product portfolio got enriched with such an outstanding product as Nexodyn® AOS. **The launch of Nexodyn® is the beginning of a long-term success story** and we are very confident that with professionalism, experience and our market approach we will achieve our targets together – to revolutionize the wound care market in the MENA region.” said Dr. Ahdy Elsays, Managing Director of Cigalah Medpharm.

Cigalah Medpharm will support the distribution and the promotion of Nexodyn® AOS with a comprehensive range of activities addressing the HCPs at different levels, from KOLs to hospitals, such as congresses, as well as training courses and digital campaigns, with the purpose of establishing Nexodyn® AOS as the first wound cleanser restarting the physiological healing process of wounds.

“We are very proud to make Nexodyn® AOS finally available to HCPs and patients on Saudi Arabia and UAE markets. **We believe that Nexodyn® AOS, thanks to its unique features supported by our patented technology Tehclo®, is the right answer to the increasing demand of advanced and consistent solutions in the wound care, as while it cleanses the wound it creates the conditions for healing restart.**” said Paolo Galfetti, Chief Executive Officer of APR.



The launch of Nexodyn® AOS in Saudi Arabia and United Arab Emirates comes after previous marketing of the product in Italy and US, and other markets will follow in the next year as a result of the company partnerships which span from Europe to Africa and Asia, **confirming Nexodyn® AOS appeal and efficacy among the available wound care solutions.**

About Nexodyn® AcidOxidizing Solution (AOS)

Nexodyn® AcidOxidizing Solution (AOS) is a sprayable Active Cleanser with an ancillary antimicrobial activity developed for acute and chronic wound management.

A wide array of clinical experiences and studies suggest Nexodyn® AcidOxidizing Solution (AOS) to perform as a Wound healing Restarter by creating the ideal microenvironment to sustain the physiological healing process. Restarting wound healing, favoring an optimized lesion closure and ensuring a favorable safety and tolerability profile, is especially relevant with chronic wounds.

Developed based on APR's proprietary and patented technology Tehclo®, the product is a newly conceived solution with three main features: highly pure and stabilized hypochlorous acid (HClO >95% of free chlorine species), acidic pH (2.5 – 3.0) and high Reduction-Oxidation Potential (ORP >1.000 mV).

Nexodyn® AcidOxidizing Solution (AOS) is intended for use in the debridement, irrigation, cleansing and moistening of acute and chronic wounds (e.g. diabetic foot ulcers, pressure ulcers, and vascular ulcers), post-surgical wounds, burns and other lesions.

As observed in non-clinical experiments and clinical experiences, Nexodyn® AcidOxidizing Solution (AOS) has synergic physico-chemical properties sustaining the restart of wound healing to the benefit of patients and HCPs who can be confident of the reactivation of the physiological healing process concomitantly to protection and management of uncontrolled microbial growth. Nexodyn® AcidOxidizing Solution (AOS) shows **favorable safety and tolerability profile** and the clinical experiences performed confirm its **high relief sensation** and comfort at application as **well as wound-associated pain reduction**.

For more info, please visit: <http://www.apr.ch/apr-pharma-products/medical-prescription/nexodyn-wound-healing/>

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 commercializes, value added products designed to address patient or consumer needs in niche or rare therapeutic areas on a global basis. In particular, APR's business model is currently focused on two pillars: (i) internally developed and financed (alone or together with 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 marketed in all major markets, combined with a compelling pipeline of products at different stages of development. APR has entered into licensing and partnership agreements with pharmaceutical companies in over 70 countries, with international sales on a worldwide basis. The company has started up a direct sale and marketing organizations in selected countries in rare disease products area.

About Cigalah Medpharm

Cigalah Group is a key player in the Middle East and North Africa healthcare market with a total turnover exceeding 1 billion dollars. Cigalah Group is covering many therapeutic areas through collaborations and partnerships with key pharma multinational corporations including Bayer, BI, Takeda, Amgen and Gilead. Cigalah is significantly expanding its presence in the MENA region thanks to Cigalah Medpharm and Cigalah Pharmaceuticals, the UAE based subsidiaries of Cigalah Group. Cigalah Medpharm is the gateway to the Middle East representing global brands in parapharmaceuticals, cosmeceutical and healthcare products who wish to establish a strong base in the region. The paradigm of the organizations success is built on happy and satisfied customers and the choice of working only with partners and producers, who share the same ethics and high quality standards.

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