



Hyphens

Nicholas



NEWS RELEASE

Hyphens reaches Distribution Agreement with PT Nicholas Laboratories Indonesia and PT Kebayoran Pharma for Indonesia.

Singapore – Nov 6, 2009 – Hyphens Marketing & Technical Services Pte Ltd, a Singapore-headquartered pharmaceutical company with strong presence in Southeast Asia, announced today the signing of a Distribution Agreement with PT Nicholas Laboratories Indonesia and PT Kebayoran Pharma enabling the latter to distribute its innovative medical products in Indonesia.

Under the terms of The Agreement, Hyphens, which already have a registered representative office in Indonesia, will be responsible for sales and marketing whereas PT Nicholas Laboratories Indonesia will seek regulatory approvals of various products from The National Agency of Drug and Food Control (BPOM) Indonesia. PT Kebayoran on the other hand will be responsible for nationwide distribution of goods.

“We are very pleased to team with PT Nicholas Indonesia and PT Kebayoran Pharma in introducing new innovative products to the Indonesian market,” stated Mr. Lim See Wah, Managing Director of Hyphens. “This new partnership will be our initial foothold in growing our operational presence in Indonesia, in line with our aim to be a leading pharmaceutical company in Southeast Asia. This new capability we have in Indonesia will enable us to expand our collaboration with some of our existing principals and licensors. We are also hopeful that our operation in Indonesia will contribute towards improving patient care.”

About Hyphens Marketing & Technical Services Pte Ltd

Hyphens is a specialty pharmaceutical company focused on sales and marketing of innovative human health care products in Southeast Asia. With regional headquarters in Singapore and local offices in Cambodia, Indonesia, Malaysia, the Philippines and Vietnam, Hyphens has successfully launched numerous key products. The Company’s core therapeutic areas are Allergy & Otolaryngology, Gastroenterology, Obstetrics & Gynecology, Ophthalmology and Radiology. Hyphens currently partners with various companies from Australia, Europe and the USA. By working closely with key opinion leaders in the region, Hyphens strives to address unmet medical needs and at the same time enrich all the Company’s stakeholders. Visit www.hyphens.com.sg for more information.

About PT Kebayoran Pharma

PT Kebayoran Pharma is a national distribution company of Ethical-OTC, Consumer, Hospital & Laboratory products with 27 branches spread over the entire archipelago of Indonesia. The company was established in 1969. Its distribution services include warehousing, order collection and delivery, payment collection, and other customized services. During its 40 years of service, the company committed to maintain quick service and always hold to the company’s motto: Progress Through Quality Service.

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