



Hyphens

HRAPharma

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HRA Pharma Marks First Step for ella[®] in Asia

HRA Pharma and Hyphens enter into a license and supply agreement to commercialize ella[®], a new generation emergency contraceptive, in Singapore and Malaysia.

Paris, France & Singapore – October 6, 2009 – HRA Pharma (www.hra-pharma.com), a privately-held European pharmaceutical company that designs products, devices and supporting services in reproductive health and endocrinology, and Hyphens (www.hyphens.com.sg), a leading speciality pharmaceutical company in Southeast Asia that focuses on the sales and market development of innovative medical products, have entered into an exclusive licence and supply agreement to commercialize ella[®], HRA Pharma's innovative next-generation emergency contraceptive, in Singapore and Malaysia.

Under the terms of the agreement, Hyphens will market ella exclusively in Singapore and Malaysia while HRA Pharma will be responsible for the manufacturing and supply of the product. Besides playing a commercial role, Hyphens will also be responsible for obtaining regulatory approvals for ella in the territories. Financial terms were not disclosed.

"Making our products available worldwide has been a corporate commitment of HRA Pharma since onset," said Dr. Erin Gainer, CEO of HRA Pharma. "Our collaboration with Hyphens is an important step toward offering a greater choice in terms of contraceptive solutions to women in this part of the world. In addition, we are very pleased that our agreement provides for social marketing programs in Malaysia designed to make ella accessible to women of all walks of life."

"ella will offer new treatment options to doctors and patients. This will also reinforce our position in the women's healthcare sector," said Mr. Lim See Wah, Managing Director of Hyphens. "We are very pleased to collaborate with HRA in introducing ella in Singapore and Malaysia and would like to continue to develop productive working relationships with this company."

Launched in the European Union at the beginning of October under the trademark ellaOne[®], ella is based on a new chemical entity ulipristal acetate. It is a first-in-class, orally active selective progesterone receptor modulator, and is the first molecule to have been specifically designed and developed for use as an oral emergency contraceptive. ella has been shown to have sustained efficacy up to five days after unprotected intercourse.

HRA Pharma expects to file for marketing approvals in countries worldwide. The company is also developing their compound ulipristal acetate for other reproductive health indications outside of emergency contraception.

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About HRA Pharma

HRA Pharma is an emerging, privately-held European pharmaceutical company that designs products, devices and supporting services in niche areas of health and makes them available to doctors and patients worldwide. The company targets therapeutic gaps in the areas of reproductive health and endocrinology, and uses innovative marketing solutions and socially-conscious programs, such as contraception education in developing countries, to promote healthy management of drugs and diseases. A pioneer in emergency contraception, its product NorLevo was the first emergency contraceptive based on one type of progesterone to be approved for sale by health authorities. Headquartered in Paris, France and with subsidiaries in Germany, Italy and the United Kingdom, HRA Pharma has built a strong network of R&D, manufacturing, distribution and NGO partners which enables it to satisfy critical patient needs and improve patient health in over 50 countries across the globe. Visit www.hra-pharma.com for more information.

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.