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ella[®] approved in Singapore

Singapore becomes the first country in South-East Asia to approve ella[®], the new generation of emergency contraception

Paris, France & Singapore – 27 October, 2011 – HRA Pharma and Hyphens Pharma have recently announced that ella[®] (ulipristal acetate) has been approved by the Health Sciences Authority (HSA) in Singapore. The product will be available on the market in the last quarter of 2011.

ella[®] is a prescription-only emergency contraceptive indicated for use within 120 hours (five days) of unprotected intercourse or a known or suspected contraceptive failure. Already available to women in over 26 European countries and the United States (US), ella[®] is a first-in-class, orally active selective progesterone receptor modulator that effectively delays ovulation. In two Phase III studies, ella[®] has been shown to be well tolerated and have sustained efficacy up to 120 hours (five days) after unprotected intercourse. Current emergency contraceptives are approved only for use within 72 hours (three days) after intercourse.

In June 2010, the US Federal Drug Administration (FDA) Reproductive Health Drugs Advisory Committee voted unanimously in favour of the approval for ella[®]. After reviewing the pivotal clinical efficacy data, the European Medicines Agency also concluded in the same month that ulipristal acetate, the active ingredient of ella[®], is significantly more effective than levonorgestrel in reducing pregnancy risk.

"Our corporate mission is to make our products widely available on a worldwide basis and we are delighted that women in Singapore will have access to ella[®] soon. HRA Pharma is keen to partner with like-minded pharmaceutical companies and to that end we are very pleased to be working with Hyphens" said Dr. Erin Gainer, CEO of HRA Pharma.

"The Hyphens team is very excited by the approval of ella[®] in Singapore. There are various circumstances where an emergency contraception is needed, but so far, there is only one oral emergency contraceptive available. ella[®] will now be the compelling alternative considering the superior efficacy and duration of up to 120 hours. We are committed to working closely with all our doctors to make ella[®] available to as many patients who need it as soon as possible" said Mr. Lim See Wah, Managing Director of Hyphens.

The product is also currently commercially available in Europe and South Korea under the brand name ellaOne[®] and in the United States where it is known as ella[®]. Additional regulatory submissions are under way worldwide.

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About HRA Pharma

HRA Pharma is a 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 Pharma 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.