



Media Contact

Julian Barlow
Barlow Frith Communications Ltd for HRA Pharma
Phone D - +44 -(0)1296 468540
M +44 - (0)7747 - 852070
Email julian@barlowcomms.co.uk

HRA Pharma to exceed €50 million turnover in 2012 as ellaOne made available in over 50 countries worldwide

Paris, France – September 4, 2012: HRA Pharma, the privately-held European pharmaceutical company that engineers products and supporting services in niche areas of health worldwide has recently announced that the company's flagship product, ellaOne®, the new standard of care for emergency oral contraception, has now received marketing approval in over 50 countries worldwide.

With turnover forecast to grow above €50 million for the first time by the end of 2012 and additional capital raised in 2011 from global equity specialists, The Riverside Company, HRA Pharma continues to fulfill its ambition to make meaningful healthcare solutions broadly accessible all over the world.

The firm continues to expand its product portfolio in the fields of reproductive health and endocrinology. In addition to investing in the worldwide development of ellaOne, the Company is working in close collaboration with development and licensing partners to bring to market Esmya®, an innovative pre-operative treatment of moderate to severe symptoms of uterine fibroids, approved this year in Europe and Korea. HRA Pharma has also recently acquired the worldwide rights to Metopirone® which is used as a diagnostic aid in the differential diagnosis of ACTH-dependant Cushing's syndrome.

In addition to the development of their product offering, HRA Pharma has also bolstered its management team with seasoned executives Geoff Allan joining as Chief Financial Officer, Michel Climeau as Director of Industrial Affairs, and Jean-Louis Abitbol as Director of Research, Development and Global Medical Affairs.

Erin Gainer, CEO of HRA Pharma, said: "We are delighted to announce the increasing impact of ellaOne® as well as a growing product portfolio. The fact that our turnover will exceed €50 million for the first time is testimony to the ongoing success of our growth strategy, and we are well-poised to further expand our portfolio. I am also pleased to have completed our management team with the appointment of Geoff, Michel, and Jean-Louis, and believe that their vast experience will be vitally important as we continue our development. It's a very exciting time for the business," she added.

Ends

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. A pioneer in emergency contraception, 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. Headquartered in Paris, France and with offices in Germany, Italy, Spain and the UK, 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

Geoff Allan joined HRA Pharma as Chief Financial Officer and member of the Executive Board in November 2011. Prior to this, Geoff served for five years as CFO of Kewego, a leading International provider of internet based video broadcasting solutions. Geoff was responsible for all financial, legal and administrative aspects of the business and participated actively in making Kewego the first profitable company in its sector, in all fund raising and investor relations activities as well as in the sale negotiations. Before to this, Geoff occupied various senior financial management positions in different service and technology businesses, in particular as CFO of the 3i and Edmond de Rothschild backed Franco-US firm, eDevice, and prior to that working directly for leading French entrepreneurs such as André Rousselet, Founder of Canal +. Geoff began his career as a financial analyst for an independent stock market listed investment firm, prior to joining the mergers and acquisitions department of The Chase Manhattan Bank in Paris. Geoff has worked on many fund raising and mergers and acquisitions transactions, involving both private and public operations. Geoff holds honours degrees in Law from King's College, University of London and from the University of Paris I, Pantheon – Sorbonne.

Jean-Louis Abitbol has been Director of Research, Development and Global Medical Affairs at HRA Pharma since 2012. He is a member of the Executive Board of HRA Pharma. Before joining HRA, Mr. Abitbol was Chief Medical Officer for Trophos, a position he held for seven years. Previously, he spent more than 20 years in positions of increasing responsibility in international healthcare companies in France and the USA. Mr. Abitbol was Head of Clinical Research for companies such as Pierre Fabre Médicament and Jouveinal/Parke-Davis/Pfizer. Jean-Louis Abitbol has extensive experience of pharmaceutical R&D in all phases, from early discovery through to clinical trials and has experience of leading research in major disease areas. Jean-Louis Abitbol received an M.D. & M.Sc. in biomathematics and physiology from the Denis Diderot University and did his residency in Paris. He is a board certified hepato-gastroenterologist with a qualification in oncology.

Michel Climeau has been Director of Industrial Affairs at HRA Pharma since 2011. He is a member of the Executive Board of HRA Pharma. Before joining HRA, Michel Climeau was an independent consultant for pharma and chemical companies. He regularly advised companies on their development and manufacturing strategies, merger and acquisition negotiations, safety, environment and quality policies and human resources management. Before acting as a consultant, Michel had a long career within Roussel-Uclaf (then Hoechst-Roussel) Group, now part of Sanofi. After holding several high profile positions in technical development, manufacturing, logistics, process safety and environment, he was appointed as Industrial Director for active pharmaceutical ingredients before becoming a member of the corporate Executive Committee and General Manager of a division comprising development, manufacturing and sales through a worldwide commercial network. Michel graduated as a chemical engineer from the ENSCP (Ecole Nationale Supérieure de Chimie de Paris) and studied business and management at the Institut Français de Gestion.