



Emergency contraceptive pill roll out across Europe brings prescription-free ellaOne® to millions of women

Paris, FRANCE, April 10, 2015 – Following the European Commission’s (EC) recent keynote ruling, authorising the oral emergency contraceptive ellaOne® to be accessible direct from pharmacies throughout the European Union (EU), the pill’s owner, HRA Pharma, has embarked on an ambitious roll out program to ensure the product is made available across EU.

HRA Pharma has already vastly improved access to its emergency contraception for millions of women in Germany, Poland and Austria following the change in license and by the end of April several other countries, including France, Spain, Portugal and Belgium will also benefit from improved accessibility. Further launches across the EU are expected to take place by June this year.

Before the landmark decision was reached most EU countries required a prescription from a doctor in order for women to gain access to the morning-after pill. Now, following extensive work with local regulatory authorities across the EU, HRA Pharma is able to enact its pioneering implementation program with the result that ellaOne® will eventually be available without prescription to over 100 million women.

Erin Gainer, CEO of HRA Pharma commented “This is a huge breakthrough in terms of access to emergency birth control and a breakthrough moment for women’s healthcare and empowerment. We are on our way towards making emergency contraception available via pharmacy access everywhere in EU. Women of all ages will be able to get ellaOne® quickly in order to prevent unplanned pregnancies and it will enable them take control of their own future. This gives me immense pride in our company, our team and our achievements”.

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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 to promote healthy management of drugs and diseases. Headquartered in Paris, France and with subsidiaries across Western Europe, 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 80 countries across the globe. Visit www.hra-pharma.com for more information.

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