



ellaOne® Receives Prestigious Nicholas Hall & Company Award for the Most Innovative European New Product of the Year

Paris, France – April 17, 2015 - HRA Pharma, has announced today that its emergency contraceptive pill ellaOne® has been recognized as the most innovative European product to be introduced on the European market as a non-prescription product in the year 2015. The Award is sponsored by Nicholas Hall & Company, which is an international specialist in OTC consumer healthcare. Helene Guillard, Director Self-Care Medicines at HRA Pharma, accepted the award on behalf of the company at the 26th Annual Nicholas Hall & Company Awards' ceremony on April 16th in Paris, France.

“We are thrilled that our exciting and innovative pill ellaOne® has been voted Most Innovative European New Product of the Year by independent market experts”, said H  l  ne Guillard. “We are proud of our accomplishment, and the recognition by specialists in OTC consumer healthcare. The award acknowledges our long history of innovation, tenacity and commitment that have constituted a hallmark of our success at HRA Pharma.”

In January 2015, the European Commission (EC) has authorized ellaOne® to be accessible direct from pharmacies without the need for a prescription from a doctor. This was the first ever decision of its type regarding any oral contraceptive product applicable to all EU member states, according to national implementation procedures. Following the EC’s keynote ruling, HRA Pharma has embarked on an ambitious roll-out program to ensure the product is made available across the EU. The product is already available without prescription in Germany, Poland and Austria. ellaOne has just been launched in France today, April 17th. Further launches across the EU are expected in the coming days and months. The objective is to empower over 100 million women across the whole EU to gain direct access to emergency contraception.

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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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