

Alliance with Church & Dwight, Co. Inc.

REIG JOFRE STRENGTHENS ITS RESPIRATORY/ENT RANGE WITH THE EXCLUSIVITY LICENSE FOR SPAIN OF STERIMAR®

- Sterimar® seawater is marketed in more than 80 countries and has a strong presence in Spain, where it is the second brand in sales in its category.
- Reig Jofre has a commercial network in Spain of 105 sales representatives, specialized in the practitioner's-, hospital's- and pharmacy's channels.
- The incorporation of Sterimar® will represent a major boost for Reig Jofre's Respiratory/ENT¹ range. The company estimates that Sterimar® will provide sales of 2.5 million euros in 2016.

Barcelona, January 20, 2016. The pharmaceutical company Reig Jofre strengthens its range of specialty therapeutic products in the Respiratory/ENT area with the alliance signed with US multinational Church & Dwight Co. Inc. for the exclusivity marketing in Spain of Sterimar®, products for daily nasal hygiene of the whole family.



Sterimar® is an isotonic seawater nasal spray with an innovative soft physiological microdiffusion which optimizes its moisturizing effect, helps breathing by reducing mucus and congestion, and restore the natural balance of the mucosa. It is indicated as adjunctive therapy in processes of rhinitis, nasopharyngitis, sinusitis or nasal congestion.

Sterimar®, a product of consolidated presence in Spain, is the second brand in sales in the marine waters market, with a share of 15% and 400,000 units sold in 2015.

1. ENT – Ear, nose and throat



Reig Jofre has a commercial network in Spain of 105 sales representatives, specialized in the practitioner's-, hospital's- and pharmacie's channels, which will support a multichannel marketing strategy for Sterimar® with visits to practitioners and the pharmaceutical channel

The product is available in three forms: Sterimar®, for adults and children over three years of age; Sterimar® baby, for children under three; Sterimar® Manganese, for the most severe cases in adults and children over three.

Sterimar® differs from physiological saline serums by its contribution of minerals and trace elements absent in physiological saline solutions, which usually include only sodium chloride or bicarbonate. Furthermore, the reduced pressure of the fine spray ensures homogeneous dispersion and facilitates its penetration and action of marine trace elements throughout the mucosa.

The company expects to increase sales volumes to 520,000 units in 2016, which will mean an income of 2.5 million euros.

Reig Jofre's Respiratory/ENT range achieved a turnover in 2014 of 5.7 million euros, and so the incorporation of Sterimar® will represent a major boost for this segment.

Additionally, for the first time, Reig Jofre will support the marketing of a product from the therapeutic specialization area by investing in a digital marketing plan through a new product website, to be launched in March (www.sterimar.es), and official profiles already on air on the social networks Facebook (Sterimar España) and Twitter (@sterimarES).

The new marketing strategy, aimed at strengthening the service and the relationship with the brand's stakeholders, is based on the extensive experience in digital marketing of Forté Pharma, Reig Jofre's range of nutritional supplements, incorporated to the business in January 2015.

The alliance between Reig Jofre and Church & Dwight is part of the international strategy of Sterimar®, with over 40 years' experience in the nasal health of children and adults and market presence in over 80 countries worldwide.

Reig Jofre closed 2014 (last year reported) with sales of 152.5 million euros and a net profit of 6.9 million euros.



Receive Reig Jofre's news by registering in the company's **subscription center** of the new corporate website: **www.reigjofre.com**

About Reig Jofre

After the merger between Laboratorio Reig Jofre and Natraceutical, the new Reig Jofre is a pharmaceutical company whose business is divided into two major areas: one main for the marketing and manufacture of own developments (RJF Pharma, approximately 78% of sales in 2014) and one of specialized contract development and manufacturing (RJF CDMO, 22% of sales in 2014). At its core activity, the company focuses on the development of specialised-technology products (antibiotics and injectable); therapeutic-specialty products in the areas of dermatology, gynaecology and respiratory; and nutritional supplements and consumer healthcare. The company directs its R&D to develop new indications and/or dosage forms of known active principles, generic medicines with a special focus on beta-lactam and lyophilized injectable antibiotics, topical dermatological products, OTCs and nutritional supplements as well as the development of new innovative molecules in partnership with start-ups and research centres.

Reig Jofre trades on the Spanish stock exchange under the ticker RJF. Total outstanding shares: 63,214,220.

For further information

Investors and analysts

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