

**Media Contact:**

Christina Aplington  
Ballou PR for HRA Pharma  
+33 (0)1 4222 2410  
[christina@balloupr.com](mailto:christina@balloupr.com)

## **HRA Pharma and Nycomed Reinforce Partnership with Marketing and Distribution Agreement for ellaOne®**

*Combination of strengths will benefit women in Nordic and Baltic countries; HRA Pharma gearing up for EU marketing authorization of revolutionary product in reproductive health*

**Paris, France – April 7, 2009** – HRA Pharma ([www.hra-pharma.com](http://www.hra-pharma.com)), a privately-held, European pharmaceutical company that designs products, devices and supporting services in reproductive health and endocrinology, announced today that it has entered into a marketing and distribution agreement with Nycomed Group, whereby Nycomed will market and distribute HRA Pharma's next generation emergency contraceptive ellaOne® (ulipristal acetate) in the Nordic and Baltic territories.

Under the agreement, Nycomed has in-licensed the rights from HRA Pharma to market and distribute ellaOne in Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden. Nycomed has a strong presence in women's health channels in the Nordic and Baltic regions, and has marketed HRA Pharma's emergency contraceptive NorLevo in the Nordic region for over a decade. The addition of ellaOne will complement this existing portfolio of products.

"Our continued collaboration with Nycomed reinforces a combination of R&D innovation and regional marketing strengths in healthcare targeting women," said Dr. André Ulmann, founder and CEO of HRA Pharma. "Not only does this agreement validate ellaOne as a viable emergency contraceptive solution in today's pharmaceutical landscape, it is testimony to the dedication of both companies to making this alternative come to fruition."

The agreement with Nycomed follows the announcement that Europe's Committee for Medicinal Products for Human Use (CHMP) issued a positive opinion recommending that ellaOne's marketing authorization be granted. HRA Pharma now awaits final approval from the European Commission, expected within the first half of 2009, in order for the company and its partners to begin marketing ellaOne throughout the 27 member states of the European Union later in the year. HRA Pharma plans to file for marketing approvals in other areas of the globe under both the ellaOne and ella trademarks, and team up with marketing and distribution partners in target areas.

The first product to be designed and developed specifically for use as an emergency contraceptive, ellaOne is based on the new chemical entity ulipristal acetate and presents improved clinical characteristics over existing hormonal treatments: a good safety and tolerability profile and the advantage of sustained efficacy up to five days following unprotected intercourse or contraception failure.

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## **About HRA Pharma**

HRA Pharma is an emerging, 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 offices in Bochum, Germany, 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](http://www.hra-pharma.com) for more information.

## **About Nycomed**

Nycomed is a privately owned global pharmaceutical company with a differentiated portfolio focused on branded medicines in gastroenterology, respiratory and inflammatory diseases, pain, osteoporosis and tissue management. An extensive range of OTC products completes the portfolio. Its R&D is built to be open for partnerships as in-licensing is a cornerstone of the company's growth strategy. Nycomed employs 12,000 associates worldwide, and its products are available in more than 100 countries. It has strong platforms in Europe and in fast-growing markets such as Russia/CIS, and Latin America. While the US and Japan are commercialised through best-in-class partners, Nycomed will further strengthen its position in key Asian markets. Headquartered in Zurich, Switzerland, the company generated in 2008 total sales of € 3,4 billion and an adjusted EBITDA of € 1,2 billion. For more information visit [www.nycomed.com](http://www.nycomed.com)