



GEDEON RICHTER

HRA Pharma

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HRA Pharma and Gedeon Richter Enter into Marketing and Distribution Agreement

Specialists in emergency contraception team together for women's health in CEE and CIS countries

Paris, France and Budapest, Hungary – February 17, 2009 – HRA Pharma (www.hrapharma.com) and Gedeon Richter Plc announced today that they have entered into a marketing and distribution agreement in the area of reproductive health. Under the agreement, Gedeon Richter will market and distribute HRA Pharma's product ella[®] / ellaOne[®] in Central Eastern Europe (CEE) and the Commonwealth of Independent States (CIS), enabling women in these areas to have greater control over their own contraception.

HRA Pharma will supply ella[®] / ellaOne[®] to Gedeon Richter for marketing and distribution in 7 CEE countries (Bulgaria, Czech Republic, Hungary, Poland, Romania, Serbia and Slovakia) and the 12 CIS nations (Azerbaijan, Armenia, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and Ukraine). Developed by HRA Pharma, ella[®] / ellaOne[®] is an innovative, next generation emergency contraceptive based on the new chemical entity ulipristal acetate. The product is still undergoing evaluation by health authorities and is awaiting regulatory approvals. No financial terms of the agreement were disclosed.

The HRA Pharma / Gedeon Richter collaboration combines complementing industry expertise and regional strengths. HRA Pharma is a pioneer in the design and development of products in reproductive health. Gedeon Richter is CEE's leading pharmaceutical manufacturing group, with a direct presence in 30 countries, 14 commercial subsidiaries and wholesalers and four manufacturing sites. As recognized players in the emergency contraceptive field, this agreement allows both companies the opportunity to offer women a greater choice in terms of contraceptive solutions.

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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. 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 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 for more information.

About Gedeon Richter Plc

Gedeon Richter, (www.richter.hu) headquartered in Budapest, Hungary, is a major pharmaceutical company in Hungary and one of the largest in Central Eastern Europe. With a market capitalisation of about US\$2.1 billion, Gedeon Richter had 2008 consolidated sales of about US\$1.4 billion. The company was founded in 1901. Gedeon Richter plays the role of a regional multinational company in Central Eastern Europe and in the CIS, and has a growing presence through its commercial subsidiaries in key EU countries, and the USA. The company has a worldwide presence through its representative offices, subsidiaries in 30 countries. It has manufacturing sites in Hungary, Russia, Romania, Poland, India and a recently acquired German R&D biotechnology production facility. The product portfolio of the company covers almost all important therapeutic areas. With its widely acknowledged steroid chemistry expertise, the company is a significant player in the gynaecological field worldwide. 16 % of the company's revenues results from original drug research and development activity.