



MITHRA PHARMACEUTICALS SA/NV ANNOUNCES THAT IT GREW TO RECORD MARKET SHARE IN CONTRACEPTION IN BELGIUM

Liège, Belgium 17 July 2015 – Mithra Pharmaceuticals SA/NV announces today that it has reached its highest market share of 46%¹ in number of cycles in the Belgian contraception market, representing a growth of 0,5% compared to March 2015. Indeed, Mithra currently ranks number one in terms of cycles with a market share growth from 45,5% in March 2015 to 46% in June 2015. Mithra also ranks number three in terms of value, growing from 19,7% in March 2015 to 20,7% in June 2015.

Practically, this means that nearly one woman out of two is taking a Mithra contraceptive pill. This year, Mithra won approximately 38.000 cycles (+ 8,69%) while its major competitor lost 31.000 cycles (- 11,40%) and reached 22,96% of market share².

“We are glad to announce this record that Mithra reaches for the first time in its 15-year history”, declares Jan Van der Auwera, CMO of Mithra Pharmaceuticals. “We continue to be very active on this market and hope a further growth for the future.”

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¹ Source : IMS 06 2015, Selling Out data

² Source : IMS 06 2015, Selling Out data



About Mithra

Mithra Pharmaceuticals SA, founded in 1999 as a spin-off of the University of Liège by Mr. François Fornieri and Prof. dr. Jean-Michel Foidart, is a pharmaceutical company focused on women's health. Mithra's mission is to support and assist women at every stage of their life, thereby improving their overall quality of life. As such the Company aims to become a worldwide leader in women's health by developing, manufacturing and commercialising proprietary, innovative and differentiated drugs and generic products in four therapeutic fields of women's health, fertility and contraception, menopause and osteoporosis, vaginal infections and cancers.

Mithra has a total headcount of approximately 85 staff members and is headquartered in Liège, Belgium. Further information can be found at: www.mithra.com

Important information

The contents of this announcement include statements that are, or may be deemed to be, "forward-looking statements". These forward-looking statements can be identified by the use of forward-looking terminology, including the words "believes", "estimates," "anticipates", "expects", "intends", "may", "will", "plans", "continue", "ongoing", "potential", "predict", "project", "target", "seek" or "should", and include statements the Company makes concerning the intended results of its strategy. By their nature, forward-looking statements involve risks and uncertainties and readers are cautioned that any such forward-looking statements are not guarantees of future performance. The Company's actual results may differ materially from those predicted by the forward-looking statements. The Company undertakes no obligation to publicly update or revise forward-looking statements, except as may be required by law.