

NEW MARKET SHARE RECORD FOR MITHRA PHARMACEUTICALS IN AUGUST 2015

Liège, Belgium 30 September 2015, 5 :45 PM – Mithra Pharmaceuticals SA/NV announces it has reached a new record of highest market share of 46.7%¹ in August 2015. Today, over 400,000 women (1 woman out of 2) is using a Mithra oral contraceptive product in Belgium (9,000 new patients during August 2015). Mithra also recorded a sales growth of 2% compared to August 2014.

After the first market share record of 46%² in June 2015, Mithra is continuously gaining parts of the highly competitive Belgian contraception market. This new record of 46.7% in terms of cycles (namely the number of menstrual cycles while a Mithra brand oral contraceptive is used by women) demonstrates Mithra's continuous growth and reinforces its position as Belgian market leader in contraception.

"This growth is incredible for Mithra, knowing how difficult the contraception market can be. Contraceptive products are indeed sold under medical prescription", explains Jan Van der Auwera, CMO of Mithra Pharmaceuticals. "Women's Health professionals have usually prescribed the same brands for years. These habits can't be changed overnight. It is then a huge step forward for Mithra."

Furthermore, Mithra recorded a sales growth of +2% compared to August 2014: a significant growth knowing that the Belgian oral contraception market has shown a -5% decrease in the same period. Indeed, because of a lower VTE risk (Venous ThromboEmbolicism), regulatory agencies stimulate the use of the old first and second generation pills. Those pills are less expensive than the later third and fourth generation pills that carry a higher VTE risk. One of the advantages of the future Estetrol-based pill Estelle®, developed by Mithra, is the liver-friendly profile of E4 with minimal effects on blood coagulation factors, which suggests that an E4 pill may have a low VTE risk, comparable to the first generation pills, or even better.

¹ Source : IMS 08 2015, Selling Out data

² Source : IMS 06 2015, Selling Out data

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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

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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.