



## MITHRA UNVEILS ITS BUSINESS PLAN TO MORE THAN 35 FRENCH JOURNALISTS IN PRESENCE OF ROSELYNE BACHELOT, FORMER FRANCE'S HEALTH MINISTER

**Liège, Belgium 9 March 2016** – On the occasion of the International Women's Day, Mithra Pharmaceuticals announced yesterday the launch of its French affiliate, Mithra Pharmaceuticals SAS, during a press conference in Paris in the presence of Mrs. Roselyne Bachelot, former France's Health Minister.

Mithra has introduced its affiliate in France, Mithra Pharmaceuticals SAS, in front of more than 35 journalists (general press as well as specialized press), giving the opportunity to introduce the management team headed by Daniel Sarberg, former Managing Director of Schering France, as well as products and services targeting the French market.

The conference took place in the Wallonia House in Paris made available by the Awex, who's supported Mithra's international expansion for years.

*"I am very delighted about this next step in Mithra's expansion", explains **François Fornieri, CEO of Mithra Pharmaceuticals.** "Research and development form an essential pillar of Mithra's strategy. We are very positive about the future of our products, and the French market represents great opportunity for the company."*

Mithra already owns marketing authorizations for three products in the contraception indication that meet a need on the contraception market. These products are even recommended as first-line products by the French Haute Autorité de Santé (HAS).

The commercialization of these products on the French territory should start in September 2016, and will be support by two quality services initiated as a result of discussions with professionals regarding their needs and their patients' needs and through which Mithra aims to position itself:

- **Gynecho**, a website aimed at French gynecologists, providing all useful information for gynecologists. Mithra Pharmaceuticals SAS constituted panel with experts from the different fields of Women's Health. This board of 9 experts will be responsible for the Gynecho website.
- **Gyn&co**, an informative website on Women's Health targeting all questions raised by women whatever their age or the stage of life they find themselves in. Gyn&co addresses topics such as puberty, contraception, pregnancy, infertility, menopause, personal care and gynecological infections. The added value of Gyn&co lies in the active participation of Women's Health professionals through testimonials and validation of all content available on the website.

*« In all actions I carried out, I noted that education formation and access to knowledge were the first step towards good health. Mithra Pharmaceuticals' initiative seemed very interesting to me », explains **Roselyn Bachelot, former France's Health Minister.** « As an elected representative or as a healthcare professional, I noted many times that women were looking for information that they did not dare to ask to their family or general practitioner. NICTS are a great opportunity to develop*

partnerships between professionals, associations, teachers and families, an opportunity that I want to support.”

## Pictures

For pictures of François Fornieri, please click here on the following link:

<http://www.mithra.com/logo-et-charte-graphique/>

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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 complex therapeutical entities 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](http://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.*

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