



MITHRA CONTINUES TO CONFIRM ITS CONTRACEPTION MARKET LEADER POSITION IN BELGIUM

- Mithra realized its best selling month in June 2016
- Mithra remains leader in contraception on the Belgian market (in terms of cycles)
- Mithra becomes N°2 in terms of value ahead of Organon (MSD)
- The trend in the market confirms Mithra's Estetrol-based developments

Liège, Belgium 26 July 2016 – In terms of cycles, Mithra announces that it recorded a 2.8%¹ market share growth compared to June 2015. This represents a significant growth given the 1%² decrease recorded on the Belgian contraception market over the same period.

In terms of value, Mithra now becomes N°2 with 21.02%³ of market share ahead of Organon and just after Bayer.

Mithra remains largely in poleposition in terms of sold units. Currently, over 403.612 women (more than 1 woman out of 2) is using a Mithra oral contraceptive product in Belgium (3.978 new patients in June 2016), while its competitor Bayer lost 27.392 patients⁴.

Mithra stands out from its competitors on the market thanks to its leading products. These also compensate for the third and fourth generation pills decrease. As a reminder, because of a lower VTE risk (Venous ThromboEmbolicism), regulatory agencies indeed try to stimulate the use of the old first and second generation pills.

François Fornieri, CEO Mithra Pharmaceuticals: « *This trend in the market confirms the development of our Estetrol-based R&D project in contraception. Our product candidate Estelle® under development would indeed offer a liver-friendly profile with minimal effect on the blood coagulation factor. That would suggest that the Estetrol-based contraception pill would present a lower VTE risk.*

¹ IMS 06/2016

² IMS 06/2016

³ IMS 06/2016

⁴ IMS 06/2016

This trend is also reassuring, as Mithra has just started its Phase III study in Europe and Russia and as we have just received the FDA's green light for the launch of the Estelle® (E4/DRSP) Phase III study in the United States and in Canada."

Pictures

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

<http://www.mithra.com/en/logo/>

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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

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

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