

## PRESS RELEASE

Date 22 February 2017  
Contact Investor Relations: Julien Vignot, Head Investor Relations, Galenica Group  
Media Relations: Christina Hertig, Head Corporate Communications, Galenica Group  
Subject Galenica Santé adds Merfen<sup>®</sup> and Vita-Merfen<sup>®</sup> to its OTC product portfolio

### **Galenica Santé adds Merfen<sup>®</sup> and Vita-Merfen<sup>®</sup> to its OTC product portfolio**

**The Galenica Group is further strengthening its OTC product portfolio in the Galenica Santé Business unit. Its subsidiary Vifor Consumer Health is acquiring the two iconic Swiss brands Merfen<sup>®</sup> and Vita-Merfen<sup>®</sup> from GSK Consumer Healthcare Schweiz AG. Vifor Consumer Health is therefore entering a new market in the form of wound care and further expanding its position in the Swiss healthcare market.**

Vifor Consumer Health is set to acquire the commercialisation rights for Merfen<sup>®</sup> and Vita-Merfen<sup>®</sup>, including the brands and approval in Switzerland, from GSK Consumer Healthcare. This will enable Vifor Consumer Health to establish a presence in the strong-selling Swiss wound disinfection and healing market, which is worth over CHF 50 million (street price – IMS Health 2016), and to further expand its position as a leading partner for pharmacies and drugstores in the Swiss healthcare market.

Launched over 50 years ago, **Merfen<sup>®</sup>** is a medication for disinfecting wounds and enjoys a high degree of brand recognition in Switzerland. With a 40% share of the disinfection segment, Merfen<sup>®</sup> holds a strong position in this market. In Switzerland, Merfen<sup>®</sup> products are listed under distribution category D and are therefore available in pharmacies and drugstores without a prescription. Vifor Consumer Health will sell Merfen<sup>®</sup> through these channels from May 2017 onwards.

**Vita-Merfen<sup>®</sup>** ointment has disinfectant and wound-healing properties. Sales of the traditional ointment were discontinued in Switzerland in 2014 for production-related reasons and it has been greatly missed by both pharmacists and consumers. Vifor Consumer Health will evaluate the possibility of a product relaunch, providing more information in due course.

The expansion of the Vifor Consumer Health product portfolio is a further logical step in implementing the strategy of Galenica Santé and its Products & Brands Business sector by driving growth with the launch and distribution of its own and partner brands and products throughout the specialist retail trade in Switzerland. Vifor Consumer Health has recently supplemented its product range with partner brands in the Beauty Category, specifically with exclusive distribution agreements for Dermo-cosmetics brands A-Derma (from Pierre Fabre) and the Lierac and Phyto brands (from the Alès Groupe).

Date 22 February 2017  
Page 2/2  
Subject Galenica Santé adds Merfen® and Vita-Merfen® to its OTC product portfolio

The divestment will help GSK Consumer Healthcare to better focus on its power and core brands and thus add most value for its patients and for the business in Switzerland.

The parties have agreed not to disclose the details of the contract.

**For further information, please contact:**

**Media Relations:**

Christina Hertig, Head Corporate Communications  
Tel. +41 58 852 85 17  
E-mail: [media@galenica.com](mailto:media@galenica.com)

**Investor Relations:**

Julien Vignot, Head Investor Relations  
Tel. +41 58 852 85 29  
E-mail: [investors@galenica.com](mailto:investors@galenica.com)

***Galenica** is a diversified Group active throughout the healthcare market which, among other activities, develops, manufactures and markets pharmaceutical products, runs pharmacies, provides logistical and database services and sets up networks. With its two Business units Vifor Pharma and Galenica Santé, the Galenica Group enjoys a leading position in all its core business activities. A large part of the Group's income is generated by international operations. Galenica is listed on the Swiss Stock Exchange (SIX Swiss Exchange, GALN, security number 1,553,646).*

Additional information concerning the Galenica Group can be found at [www.galenica.com](http://www.galenica.com).

Download link images Merfen®: <http://webnative.promacx.ch/download/vifor-catman.1487169861.zip>