

Infirst Healthcare Advancing to Commercialisation of its Innovative Fast-to-Market Medicines

- Cough & cold product UNICOUGH: UK license granted and set to launch in the UK in November
 - Pain relief product FLARIN: UK license granted and preparing UK launch
 - US license agreement with J&J led to MYLICON launch in July 2015 with Mylanta launch to follow in Q1 2016
 - Second round funding of £13.2 million from Invesco secured to accelerate commercialisation of patented drug developments
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8 October 2015: Infirst Healthcare (infirst), the consumer healthcare company, announces it is accelerating commercialization of its unique, fast to market consumer medicines having successfully raised a further £13.2 million from Invesco Asset Management managed Funds. UNICOUGH, developed for symptomatic relief of common coughs and FLARIN, developed for the relief from joint pain and inflammation have been authorised for marketing in the UK. Both products derive from infirst's portfolio of patented technologies.

Following the initial funding from Invesco in 2013, infirst has developed a fast-to-market portfolio of innovative products which address unmet consumer needs. Its strategic focus and mission - 'Known drugs – made better' - unlocks opportunities which permit rapid product development, swift pathways to regulatory approval and IP protection.

Infirst's first consumer product in the UK, UNICOUGH, for the oral symptomatic relief of common coughs (such as dry and/or tickly, or troublesome cough) is due to launch in Boots and Independent pharmacies in the UK in November 2015, while FLARIN, a lipid formulated presentation of ibuprofen, for the relief from joint pain and inflammation has also received a UK license. Infirst is preparing for a 2016 launch of FLARIN and has also commenced regulatory and geographical expansion into Europe.

Further to its US license agreement with McNeil Consumer Pharmaceuticals, in July 2015 infirst has launched MYLICON®, the number one paediatrician recommended anti-gas product for infants in the US while the well-known liquid antacid Mylanta is being prepared for launch in early 2016.

Manfred Scheske, CEO, infirst Healthcare commented: "Infirst is committed to driving innovation and bringing efficacy to the consumer healthcare market which has seen very few new products and only marginal innovation for decades. Cough & cold, pain and digestive indications represent the most prevalent symptomatic health conditions at the primary care level as well as in the OTC markets. We worked very hard to finalize development of our new products and to obtain marketing authorizations and are convinced that our offerings will fill voids in their respective markets and address important patient needs."

Andrew Waters, CFO infirst Healthcare commented: “We are delighted that Invesco has increased its stake in our Company and are committed to continue to building substantial value in our business.”

UNICOUGH* is a ‘Pharmacy only’ oral Cough solution. Its unique cocoa-formulation makes it a thick demulcent which in the buccal cavity and throat forms a soothing film over the mucous membrane. It contains the actives ammonium chloride, levomenthol and diphenhydramine which possesses antitussive, antihistaminic, and anticholinergic properties and suppresses the urge to cough. UNICOUGH has been clinically assessed in a study involving 180 patients proving reduced cough frequency vs an active comparator product

FLARIN** is a ‘Pharmacy only’ oral Soft Capsule presentation containing 200mg of ibuprofen for the relief of rheumatic or muscular pain and pain of non-serious arthritic conditions to help stop pain, relieve swelling and ease stiffness of the joints. FLARIN which is uniquely formulated in a lipid excipients matrix comes in packs of 30 soft capsules.

Infants’ MYLICON® Drops, available in drugstores, supermarkets and mass merchandisers in the USA, relieves the discomfort of infant gas frequently caused by air swallowing or by certain formulas or foods. It is safe because the drops are not absorbed into your baby's system. MYLICON® drops are safe enough for even the newest of new-borns and can be used at every feeding, up to 12 times per day.

***Name of the product:** UNICOUGH 14mg / 135mg / 1.1mg in 5ml Oral Solution. **Active ingredients per 5ml:** Diphenhydramine Hydrochloride 14.00 mg, Ammonium Chloride 135.00mg, Levomenthol 1.10mg. **Indications:** For the oral symptomatic relief of common coughs (such as dry and/or tickly, or troublesome cough) associated with upper respiratory tract congestion and aids restful sleep. **Always read the leaflet**

****Name of the product:** FLARIN 200 mg soft capsules. **Active ingredient:** Ibuprofen 200mg. **Indications:** For the relief of rheumatic or muscular pain, pain of non-serious arthritic conditions, backache, neuralgia, migraine, headache, dental pain, dysmenorrhea, feverishness, symptoms of colds and influenza. **Always read the leaflet.**

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About INFIRST HEALTHCARE

Infirst Healthcare is a UK-based healthcare company which spun out of the SEEK drug discovery group in 2012. Its developments aim to build on the trust and safety of well-known drugs and to develop formulations which result in a genuinely perceived difference in performance. The ultimate goal is improved and highly effective health management at an early intervention stage, involving patients, the family practitioners and paediatricians as well as pharmacists. Among infirst Healthcare’s shareholders is Invesco Perpetual, one of the UK’s largest independent investment

funds. Infirst Healthcare is run by Manfred Scheske, an ex-GSK veteran who led GSK's North American and European Consumer Healthcare businesses for a combined 12 years.

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