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## **CHINA PIONEER PHARMA HOLDINGS LIMITED**

**中国先锋医药控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 01345)**

### **EXTENSION OF THE GROUP'S MARKETING, PROMOTION AND SALES RIGHT OF FLUXUM® IN CHINA TO 31 DECEMBER 2018**

This announcement is made by China Pioneer Pharma Holdings Limited (the “**Company**” or “**China Pioneer Pharma**” and together with its subsidiaries, the “**Group**”,) on a voluntary basis.

The Group is pleased to announce that the Group through its wholly-owned subsidiary, Naqu Area Pioneer Pharma Co., Ltd, signed an addendum (the “**Addendum**”) with Alfa Wassermann S.p.A of Italy (“**Alfa Wassermann**”) for its product Fluxum® on 6 January 2014. The Group’s marketing, promotion and sales right of Fluxum® as granted by Alfa Wassermann is currently in force until 31 December 2014. Based on the long-term satisfactory business cooperation between Alfa Wassermann and China Pioneer Pharma, the parties amicably entered into the Addendum to change the expiry date of the Group’s marketing, promotion and sales right of Fluxum® in the People’s Republic of China (excluding Hong Kong Special Administrative Region, Macao Special Administrative Region and Taiwan) (“**China**”) to 31 December 2018.

Save for the extension of the term of the marketing, promotion and sales right, all major terms and conditions in connection with the Group’s marketing, promotion and sales right of Fluxum® as disclosed in the prospectus issued by the Company dated 24 October 2013 remain unchanged.

## **INFORMATION ON THE PRODUCT**

### **FLUXUM® (PARNAPARIN)**

Fluxum® is parnaparin, a low molecular weight heparin product manufactured by Alfa Wassermann. It is used in anticoagulant therapy for the prophylaxis and treatment of venous thrombosis and its extension, for prevention of post-operative deep venous thrombosis and pulmonary embolism and for the prevention of clotting in arterial and cardiac surgery. It is one of the Group's best selling drugs, which is included in the Insurance Catalogue Class B and has been included in the National List of Essential Drugs since 2012. According to the Frost & Sullivan Report, Fluxum® is the fourth best-selling low molecular weight heparin product in China, with a market share of approximately 8.0% in 2012.

## **INFORMATION ON ALFA WASSERMANN**

Alfa Wassermann, a third party independent of the Company and connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited) of the Company, is an Italian pharmaceutical Group with an international outlook, highly committed to improving the quality of life for people suffering from vascular, gastroenteric and other diseases. For this purpose, Alfa Wassermann is engaged in the research, development, production, marketing and sale of pharmaceuticals across the world. Alfa Wassermann's products covered various treatment areas such as gastroenterology, vascular, orthopaedics and self-medication.

Alfa Wassermann was founded in Bologna on 24 January 1948, and currently employs over 1,300 employees worldwide. Alfa Wassermann generated revenue of approximately EUR370 million in 2012.

## **INFORMATION ON CHINA PIONEER PHARMA**

China Pioneer Pharma is one of the largest comprehensive marketing, promotion and channel management service providers dedicated to imported pharmaceutical products and medical devices in China. The Group was established in 1996, and was listed on the Main Board of the Hong Kong Stock Exchange (Stock code: 01345) on 5 November 2013.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board  
**China Pioneer Pharma Holdings Limited**  
**Li Xinzhou**  
*Chairman*

Hong Kong, 6 January 2014

*As at the date of this announcement, the directors of the Company are Mr. LI Xinzhou, Mr. ZHU Mengjun as executive Directors, Mr. LU Yuan, Mr. WU Mijia and Mr. ZHANG Wenbin as non-executive Directors and Mr. XU Zhonghai, Mr. LAI Chanshu and Mr. WONG Chi Hung, Stanley as independent non-executive Directors.*