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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)**

### **ANNOUNCEMENT**

#### **GRANTED EXCLUSIVE IMPORTATION, SALES AND CO-PROMOTION RIGHTS IN RESPECT OF NEOTON®**

China Pioneer Pharma Holdings Limited (the “Company”, together with its subsidiaries, the “Group”) is pleased to announce that the Group, through its wholly-owned subsidiary, signed an agreement (the “Agreement”) with its important long-term partner Alfa Wassermann S.p.A of Italy (“Alfa Wassermann”) in respect of its product of creatine phosphate sodium for injection (product name: Neoton®) (the “Product”) on 2 December 2014. According to the Agreement, the Group, through its wholly-owned subsidiary, was granted the exclusive importation, sales and co-promotion rights of the Product in the People’s Republic of China (excluding Hong Kong Special Administrative Region, Macao Special Administrative Region and Taiwan) (“China”) by Alfa Wassermann. The Agreement shall commence from the date of signing of the Agreement by both parties and will expire on 31 December 2019.

The Agreement with Alfa Wassermann is evidence of the Group’s strategy of developing and optimising product portfolio. The Group actively seeks prospective product candidates for marketing, promotion and sales from overseas pharmaceutical and medical device companies. Before entering into the Agreement, the Group was authorised to market, promote and sell the Product to designated hospitals in five provinces, municipalities and autonomous regions in China. After signing the Agreement, the Group will actively increase the sales of the Product through the advantages derived from the granted exclusive importation, sales and co-promotion rights of the Product, and will further strengthen the Group’s position as a leading marketing, promotion and channel management service provider dedicated to imported pharmaceutical products and medical devices in China.

## **INFORMATION ON THE PRODUCT**

Neoton<sup>®</sup> (creatine phosphate sodium for injection) was first successfully developed and produced by Alfa Wassermann and used for medical purposes globally, as an original imported drug with European and American patents. It is primarily used for ischemic heart diseases and cardiomyopathy resulting from various causes. The Product is added to cardioplegia during cardiac surgery to protect cardiac muscles and is also used to treat metabolic disorders in myocardial ischemic states. The Product has been awarded with patents in Europe and the United States, and has been widely used in European and American markets. According to the Southern Medicine Economic Research Institute and MENET, creatine phosphate was the seventh best-selling chemical drug and the second best-selling cardiovascular drug measured by sales to hospitals in China in 2013, which gives an indication of the market potential of the Product in China.

## **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 and 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 products across the world. Alfa Wassermann's products covers various treatment areas such as gastroenterology, vascular, orthopaedics and self-medication. Alfa Wassermann was founded in Bologna, Italy on 24 January 1948, and currently employs over 1,300 employees worldwide. Alfa Wassermann generated revenue of approximately EUR399 million in 2013.

## **INFORMATION ON THE GROUP**

The Group 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's portfolio includes ophthalmology, pain management, cardiovascular, respiratory, gastroenterology, immunology and other therapeutic areas and a range of medical devices covering four medical specialties, including ophthalmology, odontology and wound care, etc. As of 30 June 2014, the Group sold products through its nationwide marketing, promotion and channel management services networks to over 26,000 hospitals and other medical institutions and over 95,000 pharmacies across 31 provinces, municipalities and autonomous regions in China.

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

Hong Kong, 2 December 2014

*As at the date of this announcement, the directors of the Company are Mr. LI Xinzhou and 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.*