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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

FRAMEWORK AGREEMENT IN RELATION TO THE GRANT OF THE EXCLUSIVE MARKETING, PROMOTION AND CHANNEL MANAGEMENT RIGHTS TO THE INAMI PRODUCTS IN CHINA

China Pioneer Pharma Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that on 14 January 2016, the Group, through its wholly-owned subsidiary, entered into a framework agreement (the “**Agreement**”) with Inami & Co., Ltd. (“**Inami**”), pursuant to which the Group is granted the exclusive marketing, promotion and channel management rights with respect to Inami ophthalmic medical devices marketed under the “Inami” brand (the “**Inami Products**”) in the People’s Republic of China (excluding the Hong Kong Special Administrative Region, the Macao Special Administrative Region and Taiwan) (“**China**”). The Agreement commences from the date of the Agreement and expires on 31 December 2017. In the event that the Group meets the performance target as stipulated in the Agreement during the term of the Agreement, the Group enjoys a priority over renewing the term of the Agreement for another two years.

The Group actively seeks prospective product candidates for marketing, promotion and sales from overseas pharmaceutical and medical device companies. The entering into of the Agreement demonstrates the Group’s long term strategy in continuing to develop its product portfolio. The Group currently has a product portfolio of pharmaceutical products and medical devices covering several medical specialities, including ophthalmology. The Group expects to continue to leverage on its current distribution network and marketing channels to launch new products. It is expected that the Group’s exclusive rights to market, promote and sell the Inami Products under the Agreement will create synergy with the Group’s existing business and enable the Group to generate sustainable revenue.

INFORMATION ON INAMI AND INAMI PRODUCTS

Founded in 1924, Inami is a Japan-based manufacturer of surgical instruments, diagnostic instruments and clinical equipment. The company has more than 100 products which are sold in more than 50 countries and regions globally. Its main products include synoptoscopes, ophthalmic surgery microscopes, trial frames and lenses, slit lamps, phoroptors and certain ophthalmic surgical instruments. To the best of the directors' knowledge, information and belief having made all reasonable enquiries, Inami and its ultimate beneficial owners are third parties independent of the Company and its connected persons.

As the first step, the Group expects that it will market and sell Inami's synoptoscopes and certain of its ophthalmic surgical instruments which have been registered in China. Synoptoscopes are designed for diagnosis and treatment of binocular vision (strabismus and amblyopia). The ophthalmic surgical instruments are generally designed for diagnosis and surgical purposes.

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 medical devices covering several medical specialties, including ophthalmology, odontology and wound care products, etc. As of 30 June 2015, the Group sold products through its nationwide marketing, promotion and channel management services networks to over 29,000 hospitals and other medical institutions and over 105,000 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, 14 January 2016

As at the date of this announcement, the directors of the Company are Mr. LI Xinzhou, Mr. WANG Yiping and Mr. ZHU Mengjun as executive directors, Mr. WU Mijia as non-executive director and Mr. XU Zhonghai, Mr. LAI Chanshu and Mr. WONG Chi Hung, Stanley as independent non-executive directors.