



## PRESS RELEASE

### **Hikma enters into partnership with Vitabiotics for the promotion and distribution of Vitabiotics' leading healthcare products in MENA**

**London, 19 August 2015** – Hikma Pharmaceuticals PLC (“Hikma”) (LSE: HIK) (NASDAQ Dubai: HIK) (OTC: HKMPY), the fast growing multinational pharmaceutical group, today announces that it has signed a licensing and distribution agreement with Vitabiotics Ltd. (“Vitabiotics”), the UK’s largest nutraceutical and vitamin company.

Under the terms of the agreement, Hikma has the exclusive rights to register, market, distribute, and sell five of Vitabiotics’ leading specialist range products, Liverel<sup>®</sup>, Diabetone-PN<sup>®</sup>, Cardioace<sup>®</sup>, Immunace<sup>®</sup>, Dopative<sup>®</sup>, in 15 of its Middle East and North Africa (“MENA”) markets. In addition, Hikma will have the exclusive rights to market, distribute and sell the full Vitabiotics product range, which includes key products such as Osteocare<sup>®</sup>, Feroglobin<sup>®</sup>, Menopace<sup>®</sup>, Pregnacare<sup>®</sup> and Perfectil<sup>®</sup>, in in five of these markets. The partnership also aims to work in cooperation with existing Vitabiotics’ partners in the MENA territories in order to broaden sales and distribution coverage.

The partnership will provide a significant opportunity for Hikma to collaborate with the UK’s leading manufacturer of nutritional healthcare products. Building on the strengths of each company, the agreement will leverage Hikma’s substantial local presence and extensive experience of building brands in the MENA. Hikma’s large sales and marketing teams, with particular expertise in promoting cardiovascular, diabetes, CNS and anti-infective products, are well positioned to drive strong demand for Vitabiotics’ rich portfolio of products, which include some of the fastest growing supplements in the UK and eight brand leaders.

Said Darwazah, Chairman and CEO of Hikma said, “We are pleased to be partnering with Vitabiotics and to be leveraging our leading commercial and distribution capabilities to enhance access to their products in the MENA region. Vitabiotics has created a unique portfolio of effective nutritional products that address consumer needs across a range of areas, including men’s and women’s health, pregnancy and joint and bone care. By working with global partners, we are strengthening our product portfolio in the MENA markets and improving patients’ access to innovative, high-quality products.”

Dr Kartar Lavani, CEO of Vitabiotics added, “The MENA region is of key strategic importance for Vitabiotics’ growth and we plan to build strongly on the brand leading position we have already established in many markets across the region. We are therefore proud to have joined forces with such a highly professional and well respected organisation as Hikma. As well as having a leading pharmaceutical presence across the region, Hikma will work closely alongside our existing partners to increase access to our products for patients in the region.”

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#### **Enquiries**

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**About Hikma**

Hikma Pharmaceuticals PLC is a fast growing multinational group focused on developing, manufacturing and marketing a broad range of both branded and non-branded generic and in-licensed products. Hikma operates through three businesses: "Injectables", "Branded" and "Generics", based principally in the United States, the Middle East and North Africa ("MENA") and Europe. In 2014, Hikma achieved revenues of \$1,489 million and profit attributable to shareholders of \$299 million.

**About Vitabiotics Ltd.**

Vitabiotics is a global nutraceutical company that engages in the discovery, development and commercialisation of innovative healthcare products. The company was founded in 1971 by Dr Kartar Lalvani and is the UK's largest and fastest growing nutraceutical company with 8 brands in the top eighteen UK vitamin brands, including Pregnacare®, Osteocare®, Wellman® and Wellwoman®. Vitabiotics is acknowledged as a leader in innovation and in 2013 became the first vitamin company to receive the Queen's Award for Innovation, awarded for its ground breaking clinical research. Vitabiotics not only relies on data on the individual nutrient ingredients, but also conducts gold standard published double blind clinical trials on the product formulations themselves. Vitabiotics exports to over 100 countries, and has twice received the Queen's Awards for International Trade. For more information about Vitabiotics Ltd., please visit [www.vitabiotics.com](http://www.vitabiotics.com).