

***BioAlliance Pharma signs a new licensing agreement with Daewoong Pharmaceutical Co., Ltd. for Sitavig®'s commercialization in South Korea***

**Paris, April 2, 2014** - BioAlliance Pharma SA (Euronext Paris - BIO), an innovative Company specialized in the development of drugs in orphan oncology diseases, today announces an exclusive supply and license agreement for Sitavig® (Acyclovir Lauriad®) with Daewoong Pharmaceutical Co., Ltd. for commercialization rights in South Korea. Moreover, Daewoong will be in charge of registering Sitavig® in South Korea.

Under this agreement, BioAlliance Pharma is eligible to receive significant upfront and milestones payments. The agreement also includes a double-digit royalty rate which should represent high downstream revenues.

Indicated for the treatment of recurrent labial herpes, Sitavig® is registered in the United States and in 10 major European countries.

Daewoong Pharmaceutical Co., Ltd. is an international drug manufacturing and distribution company headquartered in Seoul, and it also holds its presence over major Asian markets, including China and India. The Company is an expert at managing prescription drugs and has been ranked first on this market for many years in Korea.

*"We are delighted with this agreement with Daewoong, a strategic and leading partner in the Korean market. We are very confident in their ability to dedicate their expertise and sales structure to make Sitavig® the preferred treatment of recurrent herpes labialis in their territory. Shortly after the licensing agreement signed with Innocutis for North America, this new collaboration opens Sitavig®'s presence in the Asian market",* comments Judith Greciet, CEO of BioAlliance Pharma.

*"We are very pleased to be teaming up with BioAlliance Pharma and to add such an innovative product to our portfolio. Sitavig® has the potential to become a top-line treatment for recurrent herpes labialis and will help us to make our portfolio more attractive and very competitive in the infection field,"* adds Jong-Wook Lee, CEO of Daewoong Pharmaceutical Co., Ltd.

**About Sitavig®**

Based on proprietary Lauriad® technology, Sitavig®, patented worldwide until 2027 and in some territories until 2029, comes in the form of a mucoadhesive tablet which the patient places on the gum and which delivers a high concentration of acyclovir directly to the lip, the site of the cold sore infection. In addition to its efficacy, Sitavig®

offers the major advantage of a particularly unobtrusive and simple formulation with a single application for the episode's entire duration, representing major advantages for patients suffering from recurrent herpes sores.

#### **About Daewoong Pharmaceutical Co., Ltd.**

Established in 1945, Daewoong Pharmaceutical Co., Ltd. has the largest prescription drug sales in Korea and envisions itself to become a top 50 global healthcare company by 2015.

In addition to its product portfolio, which includes 15 blockbuster products, Daewoong has built strong core competency for new drug development and has cultivated a cooperative culture for collaboration with global partners.

In the future, Daewoong will expand its global business with its foreign branches and global partners and become a global healthcare group which contributes to improving the quality of life for people worldwide.

#### **About BioAlliance Pharma**

Dedicated to cancer treatments with a focus on resistance targeting and orphan products, BioAlliance Pharma conceives and develops innovative products for orphan or rare diseases.

Created in 1997 and introduced to the Euronext Paris market in 2005, BioAlliance Pharma's ambition is to become a leading player in these fields by coupling innovation to patient needs. The company's teams have the key competencies required to identify, develop and register drugs in Europe and the USA.

BioAlliance Pharma has developed an advanced product portfolio:

#### **Orphan Oncology products**

Livatag<sup>®</sup> (Doxorubicin Transdrug<sup>™</sup>) (primary liver cancer): Phase III on going

Validive<sup>®</sup> (Clonidine Lauriad<sup>®</sup>) (mucositis): Phase II on going

AMEP<sup>®</sup> (invasive melanoma): Phase I on going

For more information, visit the BioAlliance Pharma web site at [www.bioalliancepharma.com](http://www.bioalliancepharma.com)

#### **Products from the Lauriad<sup>®</sup> platform**

Loramyc<sup>®</sup>/Oravig<sup>®</sup> (oropharyngeal candidiasis in immunocompromised patients): Registered in 21 countries (EU, U.S., Korea), commercialized in Europe and in the U.S.

Sitavig<sup>®</sup> (Acyclovir Lauriad<sup>®</sup>) (labialis herpes): Registered in the U.S. and in 10 European countries

#### **Disclaimer**

*This communication expressly or implicitly contains certain forward-looking statements concerning BioAlliance Pharma SA and its business. Such statements involve certain known and unknown risks, uncertainties and other factors, which could cause the actual results, financial condition, performance or achievements of BioAlliance Pharma SA to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. BioAlliance Pharma SA is providing this communication as of this date and does not undertake to update any forward-looking statements contained herein as a result of new information, future events or otherwise.*

*For a discussion of risks and uncertainties which could cause actual results, financial condition, performance or achievements of BioAlliance Pharma SA to differ from those contained in the forward-looking statements, please refer to the Risk Factors ("Facteurs de Risque") section of the 2012 Reference Document filed with the AMF on April 18, 2013, which is available on the AMF website (<http://www.amf-france.org>) or on BioAlliance Pharma SA's website ().*