



Nicox strengthens its European and International Operations team and expands its product pipeline

- Three additional Senior Commercial Executives appointed
- Exclusive Supply and Distribution Agreement signed for a range of eye care products

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March 18, 2013.

Sophia Antipolis, France.

Nicox S.A. (NYSE Euronext Paris: COX) today announced the strengthening of its European and International Operations team with the appointment of three senior executives at Nicox Pharma, its European subsidiary. David Trevor has joined the Company as Vice President, Managing Director UK and Head of the European Sales Force Effectiveness, Davide Buffoni has been appointed Managing Director, Spain, and François Ducret joins Nicox as Director of International Operations. The Company also announced the expansion of its product pipeline by entering into an exclusive supply and distribution agreement for a range of eye care products with an undisclosed private European pharmaceutical company specializing in ophthalmics.

The strengthening of the European and International Operations team follows the appointment of Philippe Masquida as Executive Vice President, Managing Director of European and International Operations, in April 2012. The team will manage the commercialization of Nicox ophthalmic products in Europe and other important markets around the world outside North America.

“These appointments mark the first step in the building of our European and International Operations team, and I’m very pleased to welcome David Trevor, Davide Buffoni and François Ducret to Nicox,” said **Philippe Masquida, Executive Vice President and Managing Director of European and International Operations of Nicox Pharma.** *“The strengthening of our team enhances our ability to structure an effective sales force for the five key European markets, as well as identify the best business partners for the distribution of our products in other important markets. Our ambition is to become an international company in the ophthalmic*

area, and I am confident that the extensive experience of these new members of our senior team will provide a significant boost to our business expansion."

The team also will focus on key activities to secure AdenoPlus™ reimbursement throughout Europe. AdenoPlus™, a rapid point-of-care diagnostic test for the differential diagnosis of acute conjunctivitis, is CE-marked and is available for sale by Nicox or its distributors in Europe and other countries. In the United States, Nicox commercializes AdenoPlus™ to eye care professionals.

In line with its strategy to build a portfolio of innovative and high-growth potential ophthalmic products through targeted partnerships, Nicox also announced it has entered into an exclusive supply and distribution agreement with an undisclosed private European pharmaceutical company for a range of eye care products. The agreement will enable Nicox to rapidly expand its international business and bring new products to the target markets. Nicox expects to launch this family of products directly and through partners from late 2013 onwards. These products have been developed for a major therapeutic class with a differentiated formulation. Under the terms of the agreement, Nicox will have exclusive rights to market, sell and distribute these products in Europe, Middle East and Africa. The agreement does not provide for any upfront payment from Nicox.

Background and Responsibilities of Senior Executives

As Vice President, Managing Director UK and Head of the European Sales Force Effectiveness for Nicox Pharma, Mr. Trevor will be responsible for leading Nicox's operations in the UK and for coordinating the Sales Force Effectiveness activities in Europe. He brings over 20 years of commercial and market development experience in the pharmaceutical industry, mainly with Allergan and Lilly. In his time at Allergan, Mr Trevor held positions in sales and marketing for the ophthalmology business unit and was UK Country Manager. He successfully led the UK team and managed the sales operations, resulting in six consecutive years of double-digit revenue growth.

Davide Buffoni, joining Nicox as Managing Director, Spain, for Nicox Pharma, will be responsible for leading Nicox's operations in Spain. He brings a strong background in sales and marketing gained mainly in pharmaceutical companies including Pfizer and Allergan. In his most recent role at Allergan, Mr. Buffoni was Commercial Director for the Spanish and Portuguese markets. Prior to that, he was EMEA (Europe, Middle East & Africa) Marketing Director, Ophthalmology, and led the marketing activities for glaucoma, ocular surface and retina products.

Appointed Director of International Operations for Nicox Pharma, Mr. Ducret will lead Nicox's international development and presence in markets where Nicox does not plan to have its own operations through the establishment of business partnerships covering EMEA, Asia Pacific and Latin America. He has nearly 20 years of international experience in the pharmaceutical and medical devices industry with a strong background in managing large, multicultural teams. He also brings a successful experience in Ophthalmology gained as Area Sales Manager for the Middle East Africa region in Allergan.

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About Nicox

Nicox (Bloomberg: COX:FP, Reuters: NCOX.PA) is creating a new mid-sized international player in the ophthalmic market by building a diversified portfolio of innovative therapies and diagnostic tools. With a heritage of scientific, business development and commercial expertise, the Nicox team is focused on developing and marketing novel pharmaceuticals and diagnostic devices that can help people to enhance their sight. In the United States, Nicox markets AdenoPlus™, a test for the differential diagnosis of acute conjunctivitis licensed from RPS®.

The Company's pipeline includes latanoprostene bunod, a novel drug candidate based on Nicox's proprietary nitric oxide (NO)-donating R&D platform, developed in collaboration with Bausch + Lomb for the potential treatment of glaucoma and ocular hypertension. Further NO-donating compounds are under development in non-ophthalmic indications, notably through partners, including Merck (known as MSD outside the United States and Canada) and Ferrer.

Nicox S.A. is headquartered in France and is listed on Euronext Paris (Compartment B: Small Caps). For more information please visit www.nicox.com.

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This press release contains certain forward-looking statements. Although the Company believes its expectations are based on reasonable assumptions, these forward-looking statements are subject to numerous risks and uncertainties, which could cause actual results to differ materially from those anticipated in the forward-looking statements.

Risks factors which are likely to have a material effect on Nicox's business are presented in the 4th chapter of the « Document de référence, rapport financier annuel et rapport de gestion 2011 » filed with the French Autorité des Marchés Financiers (AMF) on February 29, 2012 and available on Nicox's website (www.nicox.com) and on the AMF's website (www.amf-france.org).

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