



Sinclair IS Pharma and Invida Group Successfully Launch Leading Dermatology Brands Atopiclair and Papulex Across Seven Asia-Pacific Markets

LONDON – 22 September 2011 - Sinclair IS Pharma Plc ("Sinclair IS" or "the Company": SPH:L), the international specialty pharmaceutical company, and Invida Holdings Private Limited ("Invida"), a leader in the commercialisation of specialty biopharmaceutical and healthcare products throughout Asia Pacific, announce that their partnership has already led to the launch of two Sinclair IS dermatology products in seven Asia-Pacific markets. Atopiclair, a treatment for atopic dermatitis, has been launched in Hong Kong, Malaysia, Singapore and India, and Papulex, for management and maintenance of mild to moderate acne, has been launched in Taiwan, India and Hong Kong. Launches are scheduled in a further four countries by calendar year-end. In addition, in May 2011 Invida re-launched Flammazine and Flammacerium, sterile creams for the prevention and treatment of infections in burns and topical wound infections in the Philippines.

In December 2010, Sinclair IS and Invida announced a collaboration for the commercialisation of Sinclair IS's market-leading dermatology brands in eleven Asia Pacific countries. In March 2011, this partnership was extended to include India, giving Sinclair IS access to over 1,000 Medical Sales Representatives from Invida's existing forces across the region, and hence the ability to benefit from the area's strong economic fundamentals.

The Asia Pacific dermatology market presents a highly attractive long term prospect for both companies. Pharmaceutical sales in Asia Pacific amounted to \$102.8bn in 2011, representing 13% of the global market. IMS Health suggests that Asia Pacific now represents 10% of the world's dermatology market, and is currently growing at 11%.

Sinclair IS and Invida have worked in close collaboration since signing the partnership eight months ago, with one Sinclair IS employee placed full-time in Invida's Singapore office. The partnership is financially structured to incentivize investment in launch and brand creation. As such, Invida has already engaged several dermatology key opinion leaders through its education and marketing programmes, and in May 2011 held a high-profile atopic dermatitis symposium at the World Congress of Dermatology (WCD) in Seoul. For the foreseeable future, Invida will continue to invest heavily in the launch and promotion of Sinclair IS products as further product approvals are received for other markets, including China.

Chris Spooner, Chief Executive of Sinclair IS Pharma, comments "Sinclair IS and Invida have demonstrated a mutual commitment to optimize the commercial potential of Sinclair IS's product portfolio. We are excited by the continued launches of our products through the region and the opportunity to add new brands to the agreement. We strongly believe that the Invida partnership offers a template for future Sinclair IS commercial relationships in other regions. We are still less than a year into a 20 year partnership, but are highly encouraged by results so far."

"Invida's relationship with Sinclair IS is the ideal collaboration model for both companies," said John Graham, Chief Executive Officer of Invida. "Our regulatory experience, disciplined approach to commercialization and expertise in marketing specialty health care brands in this region gives Sinclair IS quick access and strong sales in the region, while eliminating the need to invest significant resources that would be required to launch on their own."

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About Sinclair IS Pharma plc – www.sinclairispharma.com

Sinclair IS Pharma is an international specialty pharmaceutical company focused on treatments in dermatology, wound care, oncology support and critical care through advanced surface technology and innovative delivery systems. The Company has a growing sales and marketing operation with a direct sales presence in the top five European markets and an extensive marketing partner network across selected developed and emerging markets.

About Invida Group Pte Ltd www.invida.com

Invida improves the lives of patients in Asia by commercializing differentiated pharmaceutical products of superior quality - the result of which will allow all our stakeholders to prosper. We do this through our proven brand marketing and sales know-how, strong expertise across a number of key therapeutic categories and deep experience in all critical Asian markets. Comprehensive functional capabilities provide rapid market access delivered by our passionate team of professionals.

With more than 3,500 employees in 13 markets in Asia Pacific, Invida operates across the commercial value chain from regulatory approval and product launch to lifecycle management. We manage a portfolio of proprietary healthcare brands as well as licensed products from small biotech firms and large multinational companies. Partnering is a critical component of Invida's business model. We collaborate closely with our partners in developing effective strategies and put our extensive experience behind maximizing the potential of the assets entrusted to us.

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