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Sinclair Pharma and Invida Group Announce Major Partnership for the Commercialization of Sinclair's Leading Brands in Asia Pacific

LONDON & SINGAPORE--([BUSINESS WIRE](#))--[Sinclair Pharma Plc](#) ("Sinclair" or "the Company": SPH:L), the international specialty pharmaceutical company and [Invida Holdings Private Limited](#) ("Invida") are delighted to announce a long-term partnership for the commercialization of Sinclair's market leading brands in Asia Pacific. Invida is the region's leading specialty biopharmaceutical company with over 4,000 employees and a presence in all major markets.

Under the collaboration agreement, Invida will be Sinclair's exclusive partner in eleven markets within the Asia Pacific region for its dermatology and wound care brands in what is expected to be at least a 20 year partnership. In the first phase, Invida will register and launch a number of Sinclair's market-leading dermatology brands in the following markets - Australia, China, Hong Kong, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam. Additional launches of new Sinclair products are then expected over the next 2-3 years.

Sinclair and Invida target high volumes and strong profitability in the medium term, requiring substantial marketing investment to build the brands. Invida's confidence in Sinclair's brands to improve the lives of patients in the region will see it investing heavily in launching and marketing the products.

Partnering is a critical component of both Sinclair's and Invida's business models. Under its new strategy, Sinclair will collaborate closely with its partners to provide extensive support in marketing, regulatory affairs and logistics. For example, there will be a locally-based Sinclair manager to ensure that Invida's sales and marketing teams are given real-time, dedicated support. In support of its partners, Invida makes available its full range of in-house capabilities to bring its partners' products to market, from regulatory approval and licensing, to commercialisation, sales and marketing.

Chris Spooner, Chief Executive Officer of Sinclair, commented: "This partnership is a landmark for Sinclair and its stakeholders for several reasons: It validates our strong conviction that there is a terrific opportunity to leverage Sinclair's product portfolio into leading emerging markets, and that this can be achieved through long-term partnerships which maximise commercial incentives and minimise business complexity. Moreover, the early emphasis on marketing investment demonstrates our focus on sustainable value creation, with the deal structure a blueprint for future Sinclair partnerships in other regions.

We specifically targeted Invida to become our regional partner, as we believed that their pan-Asian presence, reputation, marketing clout and dynamic culture were by some distance best suited to our ambitions in Asia. We have not been disappointed, and I would like to take this opportunity to thank the Invida team, led by CEO John Graham, for their highly professional, commercial and courteous approach to what have been complex negotiations. Finally, yet again I must thank the Sinclair staff for their hard work, and notably Manisha Abayawardana who will move to Singapore in the coming weeks."

[John Graham, Chief Executive Officer of Invida](#), added: "I am excited to announce this major alliance that is poised to become a flagship of Invida's growing portfolio. Sinclair is an ideal alliance partner because their product quality and reputation for excellence provide the foundation for successful product launches throughout the region. This alliance is especially important because it closely aligns

with the strategies we have been discussing throughout 2010; namely, a focus on brands that meet the needs of Asian consumers; alliances that leverage our full suite of capabilities through the pharmaceutical value chain; and the ability to promote products in multiple markets throughout the region.

Throughout the negotiations, Sinclair have demonstrated their commitment to a true partnership, and we look forward to working closely with them on what will be a relationship that will shape Invida for many years to come. I am also grateful to all our staff for their immense dedication and focus to negotiate and complete the transaction professionally and expeditiously.”

Notes to Editors:

About Sinclair Pharma Plc www.sinclairpharma.com

Sinclair Pharma plc is an international specialty pharmaceutical company providing solutions to treat wounds, dermatological and oral diseases through advanced surface technology and innovative delivery systems. It has a growing sales and marketing operation that is present in France, Italy, Germany and Spain, and an extensive marketing partner network across selected developed & 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 Invida stakeholders to prosper. This is done through 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 passionate team of professionals.

With 4,000 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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Contacts

Sinclair Pharma plc

Chris Spooner, CEO

Alan Olby, CFO

Tel: +44 (0) 1483 410 600

or

Financial Dynamics

Ben Atwell

Stephanie Cuthbert
Tel: +44 (0)20 7831 3113
or

Singer Capital Markets Limited

Shaun Dobson
Claes Spång
Tel: +44 (0)20 3205 7500
or

Invida Group Pte Ltd

John Graham, CEO
Louis Payet, VP Corporate Development and Alliance Management
Tel: +65 6494 7200
or

Invida Group Investor and Media Relations

Liz Pingpank
LaVoie Group
+1 978-745-4200 x104
lpingpank@lavoiegroup.com

