



FOR IMMEDIATE RELEASE

Singapore-based Invida Announces Expansion of Dermatology Portfolio Ahead of World Congress of Dermatology 2011

- *Leading Asia Pacific specialty biopharmaceutical company, Invida, announces significant expansion of its dermatology portfolio*
- *Invida will bring new and innovative treatments to Asia to meet the growing demand for better skin health treatments*
- *Asia has high unmet needs for a number of skin diseases and so, more treatment options are needed*

Singapore, May 23, 2011: Invida Group Private Limited today announced plans to expand its dermatology portfolio to meet the needs of the rapidly expanding skin health sector in the region. Asia represents almost 25 percent of the world's dermatology market and is growing at a double-digit pace. Asia has high unmet needs in many areas of skin health, including dermatology, and many best in class medicines used in other parts of the world are not available in the region. Invida aims to change that by bringing important new treatments to the Asia Pacific region to improve outcomes for patients in the areas of wound care, skin repair and dermatology.

Today's announcement comes in advance of the 22nd World Congress of Dermatology which will open in Korea on the 24th May, where Invida will have a significant presence. Singapore-based Invida's Chief Executive Officer, John Graham, said a number of scientific studies on important areas of skin health, including data on improving scar management in women following caesarian section, and advances in the management of atopic dermatitis, a skin disease that affects up to 20% of young children¹ would be presented². Invida will also launch its new dermatology product, Atopiclair™, which is an atopic dermatitis flare-remission treatment for symptomatic relief and control of atopic dermatitis, at the Congress.

"By leveraging our expertise in rapidly introducing innovative and affordable treatments across Asia, we hope to address the gap felt by patients who do not have access to the same treatment options as their Western counterparts," said Mr. Graham. "As the most important gathering of international skin health experts worldwide, the World Congress of Dermatology is a perfect place for us to discuss our expansion plans and introduce our first new dermatology product."

Atopiclair™ will be introduced across the Asia Pacific region in second half of 2011. Invida will subsequently introduce several other new treatments including Papulex™ for acne management, and Sebclair™ for seborrheic dermatitis.

The World Congress of Dermatology is the most widely recognized international dermatology gathering. The 22nd World Congress of Dermatology is being held from May 24-29 at the Coex



Convention and Exhibition Center in Seoul, South Korea. Held every four years, the 2011 Congress is hosted by the International League of Dermatological Societies and organized by the Korean Dermatological Association.

Formed in 2005, by a strategic partnership between Quintiles, the world's leading pharmaceutical services organization, Temasek Holdings, one of the world's largest investment companies, and the Zuellig Group, the largest pharmaceutical distribution and supply chain management network in Asia Pacific, Invida aims to become the leading provider of important healthcare brands and services to improve the lives of people in the Asia Pacific region. Invida partners with emerging and multinational biopharmaceutical companies to commercialize differentiated products. Its unique advantage is that it offers a single point of entry into Asia Pacific at any stage of the commercial value chain from regulatory approval and product launch to lifecycle management.

About Invida Group Private Limited

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 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 portfolio of proprietary healthcare brands as well as licensed products from emerging to large, multinational biopharmaceutical 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. For more information on Invida, please see (www.invida.com).

For media enquiries:

Grace Cuenca, Burson-Marsteller

Tel: 6336 6266/6671 3230 (DID)

Email: grace.cuenca@bm.com

¹*Atopic dermatitis: new insights and changes in the treatment paradigm.*, Mark Boguniewicz, Division of Allergy-Immunology, Department of Pediatrics, National Jewish Health and University of Colorado School of Medicine, Denver, Colorado, USA

² **Prof Mark Boguniewicz**, Department of Pediatrics, National Jewish Health and University of Colorado School of Medicine, Denver, Colorado: *New insights into skin barrier and immune abnormalities in Atopic Dermatitis*

Prof Thomas Luger, Westphalian Wilhelms-University of Münster, Germany/ University Dermatological Clinic Münster: *Advances in the Pathogenesis and Treatment of Atopic Dermatitis*

Prof Yves de Prost, The Necker Hospital for Sick Children: *Management of AD in Western countries*

Prof Moon Bum Kim, Pusan National University Hospital, Department of Dermatology: *Management of AD in Asia*

Prof Joo Heung Lee, Sungkyunkwan University, Samsung Medical Centre: *A Randomized Investigator-Blind Multi-Center Prospective Study For The Efficacy And Safety Of Dermatix® Gel In The Prevention Of Hypertrophic Scar In Asian Subjects Undergoing Caesarean Section*