

## GENERAL ANNOUNCEMENT::HYPHENS PHARMA APPOINTS INDUSTRY VETERAN TO HEAD DERMATOLOGY BUSINESS UNIT

### Issuer & Securities

#### Issuer/ Manager

HYPHENS PHARMA INTERNATIONAL LIMITED

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General Announcement

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Hyphens Pharma appoints Industry Veteran to head Dermatology Business Unit

#### Announcement Reference

SG190218OTHRZHFG

#### Submitted By (Co./ Ind. Name)

Lim See Wah

#### Designation

Chairman and Chief Executive Officer

#### Description (Please provide a detailed description of the event in the box below)

Please refer to the attached for more information.

This press release has been prepared by the Company and its contents have been reviewed by the Sponsor for compliance with the Rules of Catalist. The Sponsor has not independently verified the contents of this press release.

This press release has not been examined or approved by the SGX-ST. The SGX-ST and the Sponsor assume no responsibility for the contents of this press release including the accuracy, completeness or correctness of any of the information, statements or opinions made or reports contained in this press release.

The contact persons for the Sponsor are Ms Heng Mui Mui, Managing Director, and Mr Kelvin Wong, Vice President, who can be contacted at 12 Marina Boulevard, Level 46, Marina Bay Financial Centre Tower 3, Singapore 018982, Telephone: +65 6878 8888.

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#### Attachments

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[Hyphens%20-%20Annt%20-%20Appointment%20of%20BD final.pdf](#)

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Total size =241K MB

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Media Release

## Hyphens Pharma appoints Industry Veteran to head Dermatology Business Unit

**Singapore, 18 February 2019** – Hyphens Pharma International Limited (“凯帆药剂国际有限公司”, “Hyphens Pharma”, or the “Company”, and together with its subsidiaries, the “Group”), one of Singapore’s leading specialty pharmaceutical and consumer healthcare groups, is pleased to announce the appointment of Ms Elaine Yeh as Business Director for Hyphens Dermatology with effect from 18 February 2019.

One of the Group’s proprietary brand business units, Hyphens Dermatology, develops, markets, and sells its own range of dermatological products to various medical professionals and pharmacies, marketed under the Group’s Ceradan® and TDF® brands. Reporting to the Company’s Executive Chairman and CEO, Mr Lim See Wah, Elaine will lead the overall business of Hyphens Dermatology and will be responsible for achieving the overall targeted sales and profits for the business unit.

Mr Lim See Wah (“林世华”) commented: “Elaine is a welcome addition to the team and will help us to drive the performance of our skin health business with her deep experience. We have launched a few dermatological products in 2018 and will continue to expand and strengthen our proprietary dermatological portfolio. Elaine will play an important part in the growth of the skin health business for Hyphens Pharma.”

Elaine began her career in consumer healthcare marketing with GSK before progressing on to product management in pharmaceuticals. She then advanced her career with exposure to multiple therapeutic areas from cardiovascular, respiratory, to vaccines, dermatology and more. Over two decades, she has held senior management positions covering local, regional

and global presence. Her last role was with ViiV Healthcare, a GSK subsidiary, as the Asia Pacific Commercial Lead.

Elaine graduated with a bachelor's degree in Pharmacy from the University of Singapore and also earned a postgraduate Diploma in Marketing from the Marketing Institute of Singapore. She was conferred a Chartered Marketer status by the Chartered Institute of Marketing (CIM UK) in 1999.

End.

**About Hyphens Pharma International Limited** (<https://www.hyphens.com.sg/>)

Hyphens Pharma International Limited and its subsidiaries (the "**Group**") is one of Singapore's leading specialty pharmaceutical and consumer healthcare groups leveraging on its diverse footprint in ASEAN countries. The Group has a direct presence in Singapore, Vietnam, Malaysia, Indonesia and the Philippines, and is supplemented by a marketing and distribution network covering six additional jurisdictions, namely, Hong Kong, Myanmar, Brunei, Cambodia, Oman and Bangladesh.

Singapore is the Group's regional headquarters, where its strategic planning, finance, regulatory affairs, research and development, legal, business development and logistics operations are based. The Group's core business comprises the following segments: Specialty Pharma Principals, Proprietary Brands, and Medical Hypermart and Digital. Besides marketing and selling a range of specialty pharmaceutical products in selected ASEAN countries through exclusive distributorship or licensing and supply agreements with brand principals mainly from Europe and the United States, the Group also develops, markets and sells its own proprietary range of dermatological products and health supplement products. In addition, the Group operates a medical hypermart for healthcare professionals, healthcare institutions and retail pharmacies, to supply pharmaceutical products and medical supplies.

Issued on behalf of the Company by Cogent Communications Pte Ltd.  
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