

**GENERAL ANNOUNCEMENT::HYPHENS PHARMA BROADENS CERADAN BRAND'S OUTREACH TO MAINLAND CHINA**

## Issuer &amp; Securities

## Issuer/ Manager

HYPHENS PHARMA INTERNATIONAL LIMITED

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## Announcement Details

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General Announcement

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HYPHENS PHARMA BROADENS CERADAN BRAND'S OUTREACH TO MAINLAND CHINA

## Announcement Reference

SG201112OTHR9KB3

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

Lim See Wah

## Designation

Executive Chairman and Chief Executive Officer

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

Please refer to the attached.

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 assumes 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 person for the Sponsor is Mr Kelvin Wong, Senior Vice President, who can be contacted at 12 Marina Boulevard, Level 46, Marina Bay Financial Centre Tower 3, Singapore 018982, Telephone: +65 6878 8888.

## Attachments

[Hyphens Shanghai Good Luck DA Press Release 121120.pdf](#)

Total size =888K MB

Media Release

## Hyphens Pharma broadens Ceradan® brand's outreach to Mainland China

**Singapore, 12 November 2020** – 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”), Singapore’s leading specialty pharmaceutical and consumer healthcare group, is pleased to announce that its subsidiary, Hyphens Pharma Pte. Ltd., has signed a Distribution Agreement (“DA”) with **Shanghai Good Luck International Trading Co. Ltd.** (“上海古腊国际贸易有限公司”, “Shanghai Good Luck”) to appoint Shanghai Good Luck as an exclusive distributor of Ceradan®.

Under the DA, Shanghai Good Luck will be granted exclusive rights to distribute Ceradan® products in the Mainland China market, such as Ceradan® Skin Barrier Repair Cream, Hydra Moisturiser, Moisturising Wash and Hand Lotion Sanitiser, with the exception of Ceradan® Advanced. In Singapore, Ceradan® was voted the “#1 Top-of-the-mind brand” by private dermatologists in a survey conducted in 2018 by IQVIA, a leading market intelligence solutions provider in the healthcare space.

**Mr Lim See Wah, CEO of Hyphens Pharma** commented: “Our partnership with Shanghai Good Luck will definitely heighten the brand awareness of Ceradan® in Mainland China. We are very excited by the prospects to establish Ceradan® as the Asian go-to-product for customers who have been constantly afflicted by eczema. Ceradan® is currently already available in several Asian countries and this partnership with Shanghai Good Luck in China will mark an important milestone in our quest to become Asia’s No. 1 skin health company.”

According to a nationwide study using data from clinical diagnoses of dermatologists, the prevalence of eczema in children aged 1 to 7 in China was reported to be about 13%. About 95% would develop eczema before 2 years old. Although not life-threatening, intense itching and

sleep loss can adversely affect the quality of life of the children and family.<sup>1</sup> Hence, optimal management of the disease is of paramount importance.

**Mr Elf Song, Marketing Director of Shanghai Good Luck** also commented: “ We are happy to partner with Hyphens Pharma, one of the leading specialty pharma players in Singapore. Ceradan® is a successful brand and we are confident in establishing a dominant position in the China market whilst helping Chinese consumers enjoy a better quality of life by taking control of theirs or their children's skin condition such as eczema.”

Shanghai Good Luck is a professional distribution and brand management company based in Shanghai, China, which aims to offer fantastic and superior products to Chinese consumers and families seeking good health and a better quality of life. With integrated marketing capabilities from offline to online as well as promotion of professional products in the medical channel (e.g. hospitals) in all the major economic regions, Shanghai Good Luck is poised to establishing new brands successfully.

The DA will not have a material effect on the net tangible assets or earnings per share of the Group for the financial year ending 31 December 2020.



End.

<sup>1</sup> Guo Y, *et al.* Prevalence of Atopic Dermatitis in Chinese Children aged 1-7 ys. *Sci Rep.* 2016 Jul 19;6:29751. Accessed on 9 November 2020 <<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4949439>>

## About Hyphens Pharma International Limited

([www.hyphensgroup.com](http://www.hyphensgroup.com))

Hyphens Pharma International Limited and its subsidiaries (the "**Group**") is Singapore's leading specialty pharmaceutical and consumer healthcare group 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.

## About Shanghai Good Luck International Trading Co. Ltd.

Shanghai Good Luck International Trading Co. Ltd. is a professional distribution and brand management company, based in Shanghai, China. Shanghai Good Luck aims to offer fantastic and superior products to Chinese consumers and families seeking good health and a better quality of life.

With integrated marketing capabilities from offline to online as well as promotion of professional products in the medical channel (e.g. hospitals) in all the major economic regions, Shanghai Good Luck is poised to establishing new brands successfully. Currently, Shanghai Good Luck is also a distributor of Singapore brand - Pearlie White®.

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

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