

**GENERAL ANNOUNCEMENT::HYPHENS PHARMA APPOINTS EXCLUSIVE DISTRIBUTOR IN SOUTH KOREA FOR TDF FAIRENCE T-COMPLEX**

## Issuer &amp; Securities

## Issuer/ Manager

HYPHENS PHARMA INTERNATIONAL LIMITED

## Securities

HYPHENS PHARMA INTL LIMITED - SG1EE4000006 - 1J5

## Stapled Security

No

## Announcement Details

## Announcement Title

General Announcement

## Date &amp; Time of Broadcast

18-Jan-2021 17:06:06

## Status

New

## Announcement Sub Title

HYPHENS PHARMA APPOINTS EXCLUSIVE DISTRIBUTOR IN SOUTH KOREA FOR TDF FAIRENCE T-COMPLEX

## Announcement Reference

SG210118OTHRFXUP

## 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 JSPHARMA Fairence Press Release Final.pdf](#)

---

Total size =708K MB

---

Media Release

## Hyphens Pharma appoints exclusive distributor in South Korea for TDF Fairence® T-Complex

**Singapore, 18 January 2021** – 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 JSPharma (“JSPHARMA”), appointing JSPHARMA as an exclusive distributor of Fairence® T-Complex in South Korea.

Fairence® T-Complex is a scientifically designed pigment lightening cream enhanced by Xcelarev®, a patented delivery system incorporating three key ingredients, namely Tranexamic acid, Niacinamide and Lactobionic acid, to tackle pigmentation issues such as melasma. The three key ingredients work synergistically to reduce intensity of dark spots and pigmented skin effectively. In a published results of a skin penetration test, Fairence® was shown to deliver tranexamic acid into the skin by up to 11 times more than a competitor product.<sup>1</sup>

**Mr Lim See Wah, Executive Chairman and Chief Executive Officer of Hyphens Pharma** commented: “Being able to partner with JSPHARMA in South Korea will hasten the brand awareness of Fairence® in the South Korean skin care market. Our partner JSPHARMA will not only help us to build a stronger regional presence, but also put us a step closer to our goal of becoming Asia’s No. 1 skin health company.”

---

<sup>1</sup> Ng SP, et al. In vitro human skin concentrations following topical application of 2% tranexamic acid in co-enhancer cream and branded cream formulations. *J Cosmet Dermatol.* 2020 – <https://doi.org/10.1111/jocd.13301>

**Mr Chris Lee, CEO of JSPHARMA** also added: “I am pleased to be able to introduce an innovative product, Fairence® for hyperpigmentation management into South Korea. We believe that Fairence®, with its revolutionary patented Xcelarev® delivery system, will be able to better tackle hyperpigmentation issues and improve the confidence of patients in South Korea.”

JSPHARMA is a privately held company with many years of experience distributing and promoting dermo-cosmetic products and medical devices to healthcare professionals in South Korea. Their key customers include medical clinics, hospitals, and burn centres covering medical specialists such as dermatologists, plastic surgeons and aesthetic doctors. JSPHARMA currently represents several international brands from Europe and the United States.

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 2021.

End.

**About Hyphens Pharma International Limited** (<https://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.

---

---

Issued on behalf of the Company by Cogent Communications Pte Ltd.  
For enquiries, please contact:

Ms Candy Soh, Tel: (65) 6704-9284, Mob: (65) 9816-8391  
Email: [candysoh@kogentcomms.com](mailto:candysoh@kogentcomms.com)

Mr Gerald Woon, Tel: (65) 6704-9268, Mob: (65) 9694-8364  
Email: [woon@kogentcomms.com](mailto:woon@kogentcomms.com)

---

*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.*