

type of report	Current report
number	12/2012
company	PHARMENA

Commencing cooperation with Rossmann – health and beauty retail chain stores

The Management Board of Pharmena S.A. informs that on 30th March 2012, the Company undertook cooperation in Poland with Rossmann – one of most prominent health and beauty retail chain stores in Europe, which operates in Germany, Poland, Czech Republic, Turkey, Albania, and Hungary. In Poland Rossmann is the industry leader with a chain of self-service outlets all over the country. Currently, the network features over 600 stores localized in 270 cities and towns in Poland. The products of Pharmena S.A. will be available in dermatological sections of Rossmann stores.

The Management Board of S.A. estimates that the cooperation with Rossmann will, over the next few years, significantly contribute to the increase of the Company's revenue, due to dynamic growth of Rossmann in Poland. Terms of cooperation were established on the market conditions.

Commencing cooperation with Rossmann complies with the Company's strategy focused on the expansion of distribution channels by entering the segment of health and beauty retail chain stores. This step will enable reaching new customers, because until this moment, the Company sold its products via pharmacies.

The information is made public due to the potentially significant influence of the cooperation with Rossmann on the increase of the Company's revenue, resulting from the change in the products' distribution structure.

Legal basis: Alternative Trading System Rules – Exhibit 3 "Current and Periodical Information in the Alternative Trading System on the NewConnect Market", Article 3 (2.2).

Representatives of the company:

- Konrad Palka - President of the Board
- Marzena Wieczorkowska – Vice President of the Board