

type of report	Current report
number	23/2012
company	PHARMENA

#### **Commencing cooperation with Hebe**

The Management Board of Pharmena S.A. informs that the Company has commenced in Poland a cooperation with Hebe stores – health and beauty chain stores in Poland, a property of Jeronimo Martens Dystrybucja (the owner of Biedronka – the most prominent retail chain stores in Poland). Currently, the network counts 10 outlets and is dynamically growing. The products of Pharmena S.A. will be available in dermatological sections of Hebe stores.

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

Commencing cooperation with Hebe 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 Hebe 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