

type of report **Current report**

number 27/2012

company PHARMENA

**Notification upon placing of Dermena Complex dietary supplement on the market**

The Management Board of PHARMENA S.A. informs that on 1<sup>st</sup> June 2012, it has notified Chief Sanitary Inspectorate (Department of Functional Food) about placing of Dermena Complex dietary supplement on the market. Pursuant to Art. 29 of the Safety of Food and Nutrition Act, a manufacturer who places on the market or intends to perform a first placing on the market of a dietary supplement, is required to notify a regulatory authority (Chief Sanitary Inspectorate) about this fact.

Dermena Complex is a dietary supplement in capsules that impedes hair loss. The product's sale will enable the Company to enter a new segment of the market. The market of dietary supplements in category "Hair, skin, and nails" was estimated at 76 million PLN in 2010 (according to IMS). It is the Company's objective to reach 10% market share within 2-3 years from the introduction of the product.

The above notification lies within the realisation the Company's updated Strategy for 2012-2015 in the scope of dermatological activities (the Issuer informed about the strategy's assumptions in current report no. 16/2012 of 13<sup>th</sup> April 2012).

The information is made public due to the fact that the above notification is crucial when it comes to authorised placing of Dermena Complex dietary supplement on the market. Potential revenue resulting from Dermena Complex sale may have significant influence on the Issuer's financial and economic situation.

Legal basis: Alternative Trading System Rules – Exhibit 3 "Current and Periodical Information in the Alternative Trading System on the NewConnect Market", Article 3 (1).

**Representatives of the company:**

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