

type of report	Current report
number	60/2012
company	PHARMENA

Realisation of the Company's Strategy for 2012-2015 in the area of dermatology

With reference to the Company's Strategy for 2012-2015 (published in current report no. 16/2012 of 13th April 2012), the Management Board of PHARMENA S.A. informs that in the area of dermatology, the Company realised the following assumptions of the Strategy:

- 1) Next week (17th-21st September 2012), the Company intends to commence sale of dietary supplement Dermena Complex. 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.
- 2) The Company has commissioned the production of 5 new dermatological cosmetics in Hair Care segment. These products extend Dermena product line and feature: Dermena Repair shampoo for dry and damaged hair, Dermena Men shampoo and lotion for men with excessive hair loss, and Dermena Lash conditioner and mascara which strengthen and regenerate eyelashes and eyebrows. Their placing on the market is planned for September/October 2012.
- 3) The Company informs that the production of Dermena Men treatment ampoules and 2 products from Allerco line will soon be commissioned, and their placing on the market is planned for November 2012.

The information is made public due to the fact that introducing 9 new dermatological products on the market may have considerable influence for the Company's revenue in the next few years.

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