

type of report	Current report
number	79/2012
company	PHARMENA

Introduction of a new Allerco line dermatological product on the market

With reference to the Company's Strategy for 2012-2015 (published in current report no. 16/2012 of 13th April 2012) and the Company's announcement on the realisation of the Company's Strategy in the area of dermatology (published in current report no. 60/2012 of 12th September 2012), the Management Board of PHARMENA S.A. informs that in line with the Company's Strategy, a new Allerco line dermatological product was introduced onto the market, i.e. Allerco® - moisturising shampoo.

Allerco® moisturising shampoo is designed for everyday hair care of dry, sensitive and prone to allergies skin, also for the youngest children. The cleaning base of the shampoo is composed from delicate and natural ingredients, which do not irritate natural hydro-lipid layer of epidermis. It is a hypoallergic product, containing no fragrances or dyes. The goal of the product is to enhance the Company's offer of products.

The information is made public due to the fact that introduction of a new dermatological product on the market may have a significant influence on the Company's financial situation 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