

type of report	Current report
number	90/2012
company	PHARMENA

Introduction of a new dermatological product on the market: Dermena Lash mascara

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, on 21st December 2012, a new Dermena line dermatological product was introduced onto the market, i.e. Dermena LASH mascara, which strengthens eyelashes and stimulates the growth of new ones.

Products from Dermena LASH line are innovative and designed for people with weak, damaged and excessively falling out lashes and brows.

The goal of the product is to enhance the Company's offer of products and reach new target groups of customers.

The information is made public due to the fact that introduction of a new dermatological products 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