

type of report	Current report
number	91/2012
company	PHARMENA

**Introduction of a new dermatological product on the market: Dermena Men treatment ampoules**

With reference to the Company's Strategy for 2012-2015 (published in current report no. 16/2012 of 13<sup>th</sup> 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 12<sup>th</sup> September 2012), the Management Board of PHARMENA S.A. informs that in line with the Company's Strategy, on 21<sup>st</sup> December 2012, a new Dermena line dermatological product was introduced onto the market, i.e. Dermena MEN treatment ampoules impeding hair loss.

Products from Dermena MEN line are innovative and designed for men who notice excessive hair loss, also induced by androgens.

This product's goal is to expand the company's offer and reach new target groups.

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