

***BioAlliance Pharma's partner,
Sosei, announces a partnership with FUJIFILM Pharma for
commercialization rights for Loramyc® in Japan***

Paris, February 4, 2014 – BioAlliance Pharma SA (Euronext Paris - BIO), an innovative Company dedicated to the development of orphan oncology products, announced that its Japanese partner, Sosei Co. Ltd, has entered into a distribution agreement with FUJIFILM Pharma Co., Ltd, for commercialization rights in Japan for Loramyc® (miconazole Lauriad®) mucoadhesive tablet.

In May 2011, BioAlliance Pharma signed a licensing agreement with Sosei to conduct bridging development program and commercialization rights in Japan for Loramyc® in the treatment of oropharyngeal candidiasis. Following a phase I clinical trial finalized in July 2012, Sosei had started a phase III open-label study in March 2013 which should be the final step before submission, as required by the Japanese authorities.

Sosei has signed a distribution agreement with FUJIFILM Pharma for the commercialization of Loramyc® in Japan, once its marketing authorization is obtained.

“We believe that the distribution agreement with FUJIFILM Pharma, which has expertise in infectious diseases, will help us expand the reach of Loramyc® to more oropharyngeal candidiasis patients”, comments Shinichi Tamura, CEO of Sosei Group Corporation.

“The development plan of Loramyc® in Japan is driven efficiently and in the timelines scheduled by our partner Sosei. Their partnership with FUJIFILM Pharma is implementing an optimized framework to start the commercialization of the product in Japan, one of the major markets in Asia”, adds Judith Greciet, CEO of BioAlliance Pharma.

About FUJIFILM Pharma

FUJIFILM Pharma Co., Ltd. started business in April 2010, aiming to help enhance people's quality of life by development and sales of ethical pharmaceutical products of Fujifilm group.

FUJIFILM Pharma Co., Ltd. is enhancing the sales platform especially of drugs for diseases such as diabetes and infectious diseases and is also further strengthening the structure for providing information about pharmaceutical products.

For more information, please refer to our website: <http://ffp.fujifilm.co.jp>

About BioAlliance Pharma

Dedicated to cancer treatments with a focus on resistance targeting and orphan products, BioAlliance Pharma conceives and develops innovative products for orphan or rare diseases.

Created in 1997 and introduced to the Euronext Paris market in 2005, BioAlliance Pharma's ambition is to become a leading player in these fields by coupling innovation to patient needs. The company's teams have the key competencies required to identify, develop and register drugs in Europe and the USA.

BioAlliance Pharma has developed an advanced product portfolio:

Orphan Oncology products

Livatag® (Doxorubicin Transdrug™) (primary liver cancer): Phase III on going

Validive® (Clonidine Lauriad®) (mucositis): Phase II on going

AMEP® (invasive melanoma): Phase I on going

For more information, visit the BioAlliance Pharma web site at www.bioalliancepharma.com

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For a discussion of risks and uncertainties which could cause actual results, financial condition, performance or achievements of BioAlliance Pharma SA to differ from those contained in the forward-looking statements, please refer to the Risk Factors ("Facteurs de Risque") section of the 2012 Reference Document filed with the AMF on April 18, 2013, which is available on the AMF website (<http://www.amf-france.org>) or on BioAlliance Pharma SA's website ().

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