

## ***Execution of a license agreement with EMS for Sitavig® in Brazil***

### ***First licensing agreement in Latin America***

**Paris, June 25, 2014** – BioAlliance Pharma SA (Euronext Paris - BIO), an innovative Company specialized in the development of drugs in orphan oncology diseases, today announced the signature of a license agreement for Sitavig® (acyclovir Lauriad®) with EMS S/A for commercialization rights in Brazil. Approved in the treatment of recurrent labial herpes, Sitavig® is already registered in the United States and in 10 major European countries.

EMS is established for 50 years and is the largest Brazilian pharmaceutical company, focused in the manufacturing and distribution of pharmaceutical products.

Under this agreement, EMS will support Sitavig® registration towards ANVISA, the Brazilian regulatory authority.

BioAlliance Pharma will receive revenues based on double digit transfer price, as well as some payments upon regulatory milestones.

This agreement is the first executed since BioAlliance Pharma received COFACE guarantee, that covers a large part of the costs related to such export activities in emerging countries.

This agreement is matching BioAlliance Pharma strategy aiming to optimize Sitavig® value and potential revenues through licensing agreements, while dedicating its efforts and resources on the development of the orphan oncology pipeline, growth driver of the company for the future.

*“This new partnership with EMS marks an important achievement for the licensing strategy of Sitavig® with the opening of a new major territory. Indeed, the Brazilian pharmaceutical market is an emerging, very attractive market with \$ 28.5 billion spending on medicines in 2012, and a sustainable 2-digits annual growth rate above 10% projected for 2013-2017”,* comments Judith Greciet, CEO of BioAlliance Pharma. *“We are very pleased and enthousiastic about this partnership with EMS, the professionalism and expertise of the teams make us highly confident on the future success of this collaboration”,* adds Aude Michel, Head of Corporate Development of BioAlliance Pharma.

*“With this new agreement, EMS demonstrates its forward thinking, complementing its portfolio with innovative technologies and providing opportunities to new products”,* adds Marcus Sanchez, Vice-President of Institucional Marketing of EMS.

## **About EMS**

EMS is the largest pharmaceutical company in Brazil, a market leader and second largest pharmaceutical company in Latin America (IMS Health, 2013). With 50 years of experience, the company specializes in producing branded and generic prescription drugs, as well as over-the-counter medications, for a wide range of therapeutic categories. Radical innovation, with initiatives and investments in the U.S. market, as well as incremental innovation and biotech drugs segment, are also among the laboratory's outlook for continued growth in the coming years. The medications developed and manufactured by EMS are marketed in Brazil and exported to more than 40 countries.

## **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<sup>®</sup> (Doxorubicin Transdrug<sup>™</sup>) (primary liver cancer): Phase III on going

Validive<sup>®</sup> (Clonidine Lauriad<sup>®</sup>) (mucositis): Phase II on going

AMEP<sup>®</sup>/Synfoldin (invasive melanoma): Clinical and Preclinical Phase

## **BioAlliance Pharma has announced a merger project with the Danish listed company Topotarget on May 21, 2014.**

For more information, visit the BioAlliance Pharma web site at [www.bioalliancepharma.com](http://www.bioalliancepharma.com)

## **Disclaimer**

*This communication expressly or implicitly contains certain forward-looking statements concerning BioAlliance Pharma SA and its business. Such statements involve certain known and unknown risks, uncertainties and other factors, which could cause the actual results, financial condition, performance or achievements of BioAlliance Pharma SA to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. BioAlliance Pharma SA is providing this communication as of this date and does not undertake to update any forward-looking statements contained herein as a result of new information, future events or otherwise.*

*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 2013 Reference Document filed with the AMF on April 7, 2014, which is available on the AMF website (<http://www.amf-france.org>) or on BioAlliance Pharma SA's website ([www.bioalliancepharma.com](http://www.bioalliancepharma.com)).*

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