



**IBSA INSTITUT BIOCHIMIQUE SA,
THE LARGEST PRIVATELY HELD PHARMACEUTICAL COMPANY IN
SWITZERLAND, SELLS THE BRANDS "CARE FOR YOU", "CEROX" AND "MY
MASK" TO TAVOLA SPA.**

**This transaction is part of the strategic plan aimed to focusing the IBSA
Group's resources towards of its core pharmaceutical business.**



4 July 2018 – **IBSA Institut Biochimique SA, Bouty S.p.A.** and **Tavola S.p.A** announce the closing of an extraordinary transaction involving the sale by IBSA Institut Biochimique SA and Bouty S.p.A. of the brands "**Care for You**" and "**Cerox**" - registered as CE-marked medical devices - and the cosmetics brand "**My Mask**", in favour of **Tavola S.p.A.** These brands and related products are already distributed in Italy through the large-scale distribution and are available from all the main retailers.

"The sale of the brands is part of the strategic plan of IBSA, aimed at focusing all the resources of the Group towards the pharmaceutical core business - said **Arturo Licenziati, Chief Executive Officer, IBSA Institut Biochimique SA** - We deem Tavola S.p.A. as a serious and competent Partner, with a strong knowledge of the large-scale retail market. We believe that its profile is optimal to take over and further develop these brands in the Italian market".

"The acquisition represents for Tavola S.p.A. a confirmation of its will to consolidate the Healthcare sector, maintaining a clear focus on the large-scale distribution channel - **Gianpaolo Re, Chief Executive Officer, Tavola S.p.A.** - The strong and widespread presence of Tavola S.p.A. on the Italian market and the drive towards a growing internationalization process will help to develop the brands acquired".

IBSA is the largest privately held pharmaceutical company in Switzerland, the fourth largest operator, after the large multinationals, in the Fertility area and one of the world leaders in hyaluronic acid products. It is also an important player in therapeutic areas, such as: pain management and inflammation, endocrinology, rheumatology, dermatology, urology, respiratory and cardiometabolic areas. Over the last 30 years the company has invested 400 million Swiss Francs in human resources, production capacity and innovation; this expansion strategy has led IBSA to employ over 1,400 people, hold 65 exclusive patents and be present with its products in 5 continents and in over 80 countries, including China and the United States.

Starting from July 1, 2018 Tavola S.p.A. will manage the distribution, on the Italian market, of the product lines of the well-known American Group Church&Dwight. Specifically: "Arm&Hammer", "Pearl Drops", "Rigident, Confidelle" and "First Response".

IBSA Institut Biochimique SA and Bouty S.p.A. were assisted by the international consulting firm Financial Technologies SA, with own offices in Switzerland and China, which acted as Global Advisor under the guidance of Partner Daniel Dallinger, taking care of the entire disposal and negotiation process, including the identification of the suitable Counter party.

About IBSA Institut Biochimique SA and Bouty S.p.A.:

The IBSA pharmaceutical group was founded in Lugano in 1945. In 1985, the current management acquired the ownership and completely redefined its vision and strategy, thus bringing IBSA to the international stage. IBSA has 14 research and development laboratories around the world, employing 116 people, and its production capacity is also significant: 14 million vials of hormones, 300 million soft capsules and 60 million packs of finished products leave its plants every year.

Bouty S.p.A., a company of the IBSA Institut Biochimique SA Group, is now present throughout Italy, in the drugstores and large distribution.

About Tavola S.p.A.:

Tavola S.p.A. was founded in Milan in 1947 by Enrico Tavola as an importer and exporter of automotive related products. Over the years, the company has transformed itself into an important Italian reality for the production and distribution of products dedicated to car, home and personal care.

Thanks to constant research and innovation, supported by a deep knowledge of the market, Tavola S.p.A. works with the aim of satisfying consumer needs and intercepting market trends.

Press Office IBSA Institut Biochimique SA

Heritage House Reputation Architects

Via Hoepli 3, 20121 Milano

Roberto Adriani

roberto.adriani@heritage-house.eu

+39 02.22198653

+39 348.2509894

IBSA Institut Biochimique SA

Via del Piano 29, 6915 Pambio-Noranco, Lugano

Silvia Misiti

silvia.misiti@ibsa.ch

+41 583601660