

SWIXX APPOINTS DEZSO MARTHA, MD TO NEW COO / RARE DISEASE LEAD ROLE

SWIXX ANNOUNCEMENT NO. 25

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Baar, Switzerland – Swixx BioPharma SA announced today that Dr. Dezso Martha has joined Swixx BioPharma SA as Chief Operating Officer (COO) effective June 24th. Among the key responsibilities of the newly-created COO role will be spearheading the company's newly-created Rare Diseases / Super-Specialty Business Unit. In his new role, Dr. Martha will take a lead role in alliance management of Swixx's specialty and biotech clients, and also will work to deepen Swixx's market access and medi-marketing capabilities.

Dr. Martha joins Amicus from Celgene, where he most recently has been General Manager of the Central and Eastern European (CEE) region. Dr. Martha led Celgene's CEE operations through a complex transition, managing through several losses of exclusivity, whilst still growing the business by 28% -- achieving record sales exceeding \$150M last year. Previously, he headed-up Celgene Hungary as Country Manager, where he built an excellent organization, growing Celgene's Hungarian business from \$4 million in 2016 to over \$23M today.

Prior to Celgene, Dr. Martha spent 13 years at Bristol-Myers Squibb in a series of increasingly responsible positions. After finishing his studies at Faculty of Medicine in Budapest in 2003, he began his pharma career with three years at BMS Hungary as a medical representative. There followed a quick series of promotions: to Market Research Manager, then Customer Marketing Manager Neuroscience and Immunology, Hungary. In that role, his responsibilities were subsequently extended to the Czech Republic as well. In 2010, he was promoted into an expatriate position at BMS Japan as Associate Director New Product Planning, Neuro and Immuno-science. A year later, Dr. Martha and his family moved to BMS China where he had been promoted to Director CV/Met, Neuroscience. In 2013, he returned to Hungary as Country Manager at BMS. In 2015, the BMS distributor businesses in the West Balkans, the Baltics, Ukraine, CIS, Malta and Iceland were added to his responsibilities.

Dr. Martha will divide his time between Swixx HQ in Baar, Switzerland, the company's corporate management center in Prague, Czech Republic and Budapest, Hungary.

About Swixx Biopharma SA (previously Amicus SA)

Swixx Biopharma now operates fully-owned subsidiaries across Central and Eastern Europe, offering cohesive coverage from Tallinn to Moscow to Sofia. Sales in 2018 exceeded 71 million Euros and in 2019 should top 125 million Euros. Established in 2014, Swixx has gathered outstanding pharmaceutical, rare disease, medical device as well as OTC / consumer healthcare talent under one roof. The company specializes in representing research-based pharmaceutical, biotech, rare disease, aesthetic, and self-care brands. For more info about Swixx, please visit: www.swixxbiopharma.com

Swixx BioPharma Contact

Maja Boskovic, Public Affairs Officer, Amicus

Maja.Boskovic@swixxbiopharma.eu, Tel: +381 11 4426 321

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