

SWIXX BIOPHARMA REVEALS REFRESHED CORPORATE VISUAL AND WEBSITE

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Baar, Switzerland – Swixx BioPharma AG of Baar, Switzerland, is proud to reveal today its refreshed corporate visual, marking an important next step in our company's journey. This visual evolution, implemented across all communication materials, including our corporate website and social media channels, underlines our commitment to progress as a modern and forward-thinking organization.

As a dedicated commercialization platform focused on unlocking access to modern medicine of our biopharma partners for patients, Swixx is firmly committed to addressing unmet medical needs across our focus therapeutic areas. Placing the patient at the center of our mission, we embrace a holistic approach to healthcare.

Swixx's CEO, Jean-Michel Lespinasse, highlighted: "Our company experienced huge growth in the past years, establishing new partnerships and expanding the existing ones. As Swixx solidifies its position as a market leader in many markets, we felt it was the right moment to introduce a new and refreshed visual identity, symbolizing our progress, growth, and unwavering commitment to excellence." Jean-Michel concluded: "With ambitious geographical expansion plans on the horizon, we are poised to make an even greater impact, delivering our services to more communities worldwide."

Vedrana Sokač Brataljenović, Public Affairs Director at Swixx, emphasized: "We are thrilled to launch our refreshed visual as a powerful symbol of our evolution and commitment to realizing our vision of becoming the preferred partner for biopharma companies seeking an indirect operating model. Our renewed visual also marks the first step in the progression of our communication strategy, as we recognize the importance of reinforcing our internal and external communication approach."

About the new visual:

Refreshed visual includes the changes in the corporate typography, color palette and graphic elements, built to reflect our values, spirit and unique character.

- The circle element serves as a powerful symbol of our comprehensive range of services and represents the seamless collaboration between our stakeholders, partners, and patients.
- Red remains our primary colour and continues to reflect the heart of Swixx's corporate identity. The addition of blue and green amplifies the company's reliability, stability, and endurance.

For further information and updates on Swixx BioPharma's new visual identity and our unwavering dedication to improving people's health, visit our website or follow us on our social media channels.



About Swixx BioPharma AG – CURRENT

Swixx operates fully owned subsidiaries across Central and Eastern Europe, Greece, Russia and several Eurasian countries including Belarus, Kazakhstan, Moldova and Uzbekistan. With over 1,200 employees and sales which exceeded 700M Euros in 2022, Swixx has swiftly evolved into one of the largest and fastest-growing dedicated agent for biopharma in the Central, Eastern and Southeastern regions of Europe. The company has gathered outstanding rare disease, oncology-hematology, specialty, vaccines and self-medication talent under one roof. For more information about Swixx, please visit: www.swixxbiopharma.com

Contact: Vedrana Sokac Brataljenovic, Public Affairs Director, Swixx BioPharma AG
vedrana.sokac@swixxbiopharma.com Tel: +385 1 425 6086

