

## SWIXX SIGNS DISTRIBUTION DEAL WITH UPSA FOR RUSSIA

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**Baar, Switzerland** – Swixx BioPharma AG announced today the signing of a Distribution Agreement with UPSA SAS of Rueil-Malmaison, France for the Russian Federation. UPSA is a wholly owned subsidiary of Taisho Pharmaceutical Co. Ltd. of Toshima-ku, Tokyo, Japan. Under the terms of the contract, UPSA appointed Swixx as its commercial distributor in Russia for the consumer medicine products Donormyl<sup>®</sup>, Efferalgan<sup>®</sup>, Fervex<sup>®</sup> and Upsarin<sup>®</sup> effective as of April 1<sup>st</sup>, 2020.

“It’s a privilege for Swixx Russia to represent UPSA’s portfolio of well-established consumer brands in pain, cold & fever and sleep disorders,” commented Swixx BioPharma CEO Jean-Michel Lespinasse. “This contract significantly extends and strengthens Swixx’s relationship with UPSA. Swixx already works with UPSA’s consumer medicine portfolio in the Baltic states of Estonia, Latvia and Lithuania, as well as in the West Balkans states of Croatia, Kosovo, Macedonia, Montenegro and Serbia. UPSA’s well-established business in Russia will lend more scale to Swixx’s Russian business,” Lespinasse continued, “thanks to UPSA’s more than 25 million dollars in sales in 2019, we will expand our presence across Russia. , Our Russian affiliate has immediately increased its sales force capacity from 70 to 115, with the objective to quickly reach a 150-strong pharmacy and medical field team to support UPSA’s consumer brands Lespinasse said. *SWIXX and UPSA/TAISHO will continuously work hand in hand in defining and implementing an ambitious sales force and marketing strategy to maximize the unique growth potential of the UPSA/TAISHO portfolio in Russia.*”

### **About Swixx BioPharma AG**

Swixx operates fully owned subsidiaries across Central and Eastern Europe, offering coverage from Moscow to Prague and from Tallinn to Sofia. With 400 employees and sales exceeding 200M Euros in 2020, Swixx is now the largest and fastest-growing dedicated agent for biopharma and self-medication in CEE. The company has gathered outstanding specialty pharmaceutical, rare disease, medical device and OTC / consumer healthcare talent under one roof.

For more information about Swixx, please visit: [www.swixxbiopharma.com](http://www.swixxbiopharma.com)

### **About UPSA SAS**

Historically specialists in pain control and self-medication, UPSA (Union de Pharmacologie Scientifique Appliquée) was created in Agen in 1935 by Doctor Camille Bru. Over the past 85 years, UPSA has developed a strong expertise in pain, cold & flu, vitality, digestion and sleep quality. Through its self-medication range, UPSA develops and makes available medicines and medical devices to treat everyday ailments. With 1,500 employees, including 1,350 at its Agen industrial site, UPSA is the leading private employer in the Lot-et-Garonne region. Internationally, UPSA is present in more than 60 countries, mainly in Europe, French-speaking Africa, Russia and Vietnam.

Since July 1<sup>st</sup> 2019, UPSA is a subsidiary of Taisho Pharmaceutical Co., Ltd., the leading OTC pharmaceutical company in Japan. Taisho enjoyed sales of more than \$2 billion in 2019, employs more than 5,000 people worldwide and, in addition to its UPSA presence, maintains operating subsidiaries and JVs across Southeast Asia as well as Japan.

For more information about UPSA, please visit: [www.upsa.com](http://www.upsa.com)

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