

## **Gedeon Richter Plc. forms a Joint Venture in China**

10 December 2010

Gedeon Richter Plc. ("Richter") announces today that it has signed an agreement with its marketing partner in China, Rxmidas Pharmaceuticals Holding Ltd. ("Rxmidas"), to form Gedeon Richter Rxmidas Joint Venture Co. Ltd., in which the two companies each have 50% share of the equity.

In 1998 Richter signed a long term co-operation agreement with Rxmidas for the distribution, marketing and promotion of Richter's products in China and it is now pleased to extend this relationship into the female healthcare area.

The Gedeon Richter Rxmidas Joint Venture Co. Ltd. will operate in China through a 100% affiliated local company called GRmidas Pharmaceuticals Ltd. According to the agreement Richter will proceed to make an initial investment of RMB 18 million (EUR 2 million), which is expected to fund an initial sales and promotion franchise in China with the primary target of registering and launching Richter's female healthcare product range. In the longer term it is expected that the Joint Venture will focus on the expansion of the franchise through the licensing-in of third party products.

### **For further information:**

Katalin Ördög, Investor Relations  
Zsuzsa Beke, Public Relations

+36 1 431 5680  
+36 1 431 4888

### **About Richter Plc.**

Richter is a leading multinational pharmaceutical company headquartered in Budapest, Hungary. With consolidated sales of approximately EUR 1 billion (US\$ 1.3 billion) in 2009 and a market capitalization of EUR 3.2 billion (US\$ 4.3 billion), Richter is one of the largest pharmaceutical companies in Central Eastern Europe. Richter's core markets are in Central Eastern Europe and the CIS and it has a growing presence in the US through its strategic partners and in key EU countries through its commercial subsidiaries. The product portfolio of the company covers most therapeutic areas, including cardiovascular, central nervous system and gynaecology. Richter has the largest R&D unit in Central Eastern Europe and its original research activity focuses exclusively on CNS disorders with main clinical targets being schizophrenia, anxiety, chronic pain and depression. With its widely acknowledged steroid chemistry expertise, Richter is a significant player in the female healthcare field worldwide.

**About Rxmidas**

Rxmidas is a private company founded at the end of 2007 by experienced executives previously employed by Schwarz Pharma in China. Rxmidas focuses on the sales/promotion and lifecycle management of prescription drugs in China as well as on the development of a specialty drug pipeline for the Chinese Pharmaceutical market. Rxmidas is based in Shanghai and has a significant coverage of the Chinese Pharmaceutical market through its 6 sales offices and 220 employees. [www.rxmidas.com](http://www.rxmidas.com)