



## Regent Pacific's Flagship Treatment Fortacin™ Debuts in Continental Europe

*Commercial sales of premature ejaculation treatment Fortacin™ officially commenced in Italy in February, with further roll-outs in France, Spain, Germany and Portugal to follow within two weeks*

(14 February 2018, Hong Kong) – Regent Pacific Group Limited (“Regent Pacific” or the “Company” and together with its subsidiaries, the “Group”; Hong Kong stock code: 00575), a specialist healthcare and life sciences investment group, is pleased to announce that the Group’s flagship product and premature ejaculation treatment Fortacin™ has started commercial sales in Continental Europe.

Fortacin™ was launched by way of first sales from Recordati Group (“Recordati”), the Group’s commercial partner, to wholesalers in Italy on 9 February 2018. First Fortacin™ sales in France and Spain are to follow on 16 and 19 February 2018, respectively, and thereafter in Germany and Portugal on 1 March 2018.

Following the first commercial sale of Fortacin™ in each of France, Germany, Italy, Portugal and Spain, a total of €4 million (or approximately US\$4.91 million or HK\$38.30 million) will be due from Recordati to the Group.

Fortacin™ is the first EU approved prescription treatment for premature ejaculation (“PE”) that does not act on the central nervous system and has been available in the UK by way of an online prescription since November 2016. The treatment is a topical spray containing low doses of two anaesthetics - lidocaine and prilocaine – that take effect almost immediately upon application, giving users more control without reducing pleasure.

**Jamie Gibson, CEO of Regent Pacific said,** “The start of commercial sales in Continental Europe marks an important milestone for the Group. Europe is a key market and one we are targeting for growth. We will continue to focus on our commitment to serving the global healthcare market and providing sustainable returns for our shareholders.”

Recordati is expected to begin sales of Fortacin™ in Greece, Romania, Czech Republic, Slovak Republic and Poland in the second half of 2018, with commercialisation efforts to target the rest of Europe, Russia, the Commonwealth of Independent States (CIS) and select countries of North Africa in the coming years.

In Asia, the Group is making continuous progress with the Hong Kong Department of Health Drug Office and the Macau Government Health Bureau to acquire import licences to allow for the sale of Fortacin™ in Hong Kong and Macau. It remains in active discussions with possible commercial partners for the sale and distribution of Fortacin™ in the remaining key markets of China, North America, Latin America and the Asia Pacific regions.

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### **About Regent Pacific**

Regent Pacific is a diversified investment group based in Hong Kong currently holding various corporate and strategic investments focusing on the healthcare and life sciences sectors. Its wholly-owned subsidiary, Plethora Solutions Holdings plc, is a specialty pharmaceutical company whose core product Fortacin™ is the first EU approved topical prescription treatment for Premature Ejaculation that does not act on the central nervous system, launched in the UK in November 2016 and in Italy in February 2018 respectively. It is to be launched subsequently in Spain, France, Germany, Portugal, Czech Republic, Slovakia, Poland, Ireland, Romania and Greece,

the rest of Europe, Russia, CIS and certain countries of North Africa. The Group has a strong track record of investments and has returned approximately US\$298 million to shareholders in the 20 years of financial reporting since its initial public offering.

**For further information, please contact:**

**Finsbury**

Sheena Shah (Hong Kong)

t : +852 3166 9855/ +852 9542 9855

e : [sheena.shah@finsbury.com](mailto:sheena.shah@finsbury.com)

Alastair Hetherington (United Kingdom)

t: +44 20 7251 3801

e: [alastair.hetherington@finsbury.com](mailto:alastair.hetherington@finsbury.com)

Rafaella Lee (Hong Kong)

t : +852 3166 9882/ +852 6846 5827

e : [rafaella.lee@finsbury.com](mailto:rafaella.lee@finsbury.com)