



## MITHRA STRENGTHENS POSITION IN THE BELGIAN CONTRACEPTION MARKET

- **Mithra builds on leading position in Belgian contraceptive market**
- **Mithra achieves significant increase in 2016 sales**
- **Market trend validates Mithra's Estetrol-based programs**

**Liège, Belgium January 31, 2017** – Mithra Pharmaceuticals (Euronext Brussels: MITRA), a company focused on women's health, today announces that it increased its market share in Belgium by 0.97%<sup>1</sup> to 45.84% compared to 2015, placing it ahead of Bayer and Merck. The Company also achieved an increase in sales of 4.23%.

The Belgian contraception market grew by 2.01 % during 2016 or 229.389 cycles. In 2016, there were 17.645 more women using a contraceptive product, of these Mithra has captured 16.659 of the new patients, representing 94.4% of the total growth of the market in 2016.

Mithra remains largely in pole position in terms of sold cycles with a significant growth of 4.23 % or +216.576 cycles. In 2016, over 410.500 women<sup>2</sup> (almost 1 in every 2 women who take an oral contraceptive) use a Mithra oral contraceptive product in Belgium.

**François Fornieri, CEO of Mithra Pharmaceuticals:** *"This leading position strengthens the credibility of Mithra in its own market, but also internationally, which is positive for our Estetrol-based R&D project in contraception which presents a lower VTE risk and an improved safety profile over currently available products."*

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### Pictures

For pictures of François Fornieri, please click here on the following link:

<http://www.mithra.com/en/logo/>

### For more information, please contact:

#### Press

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<sup>1</sup> IMS AM selling out data 12/2016

<sup>2</sup> IMS AM selling out data 12/2016

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**About Mithra**

Mithra Pharmaceuticals SA, founded in 1999 as a spin-off of the University of Liège by Mr. François Fornieri and Prof. Dr. Jean-Michel Foidart, is a Euronext listed pharmaceutical company (MITRA) focused on Women's Health. Mithra's mission is to improve every stage of women's life with innovative and accessible pharmaceutical solutions. As such the Company aims to become a worldwide leader in women's health by developing, manufacturing and commercialising proprietary, innovative and differentiated drugs and complex therapeutical solutions in four therapeutic fields of women's health: fertility and contraception, menopause and osteoporosis, gynecological infections and female cancers.

Mithra has an approximate headcount of 141 staff members and is headquartered in Liège, Belgium. Further information can be found at: [www.mithra.com](http://www.mithra.com)

**Important information**

*The contents of this announcement include statements that are, or may be deemed to be, "forward-looking statements". These forward-looking statements can be identified by the use of forward-looking terminology, including the words "believes", "estimates," "anticipates", "expects", "intends", "may", "will", "plans", "continue", "ongoing", "potential", "predict", "project", "target", "seek" or "should", and include statements the Company makes concerning the intended results of its strategy. By their nature, forward-looking statements involve risks and uncertainties and readers are cautioned that any such forward-looking statements are not guarantees of future performance. The Company's actual results may differ materially from those predicted by the forward-looking statements. The Company undertakes no obligation to publicly update or revise forward-looking statements, except as may be required by law.*

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