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PHEBRA AND ALLIANCE PHARMA ANNOUNCE NEW AUSTRALIAN DISTRIBUTION DEAL FOR THE CRITICAL DRUG, SYNTOMETRINE

Phebra has announced an exclusive commercial agreement with UK-based pharmaceutical firm, Alliance Pharma PLC, to supply the Australian market with Syntometrine, a critical obstetric drug.

Syntometrine (Oxytocin/Ergometrine) is used as an injection in the final stage of labour – to assist in the delivery of the placenta and to prevent haemorrhaging after birth.

Phebra's Chief Executive Officer, Dr Mal Eutick, said today Phebra will undertake all sales and distribution for Syntometrine in Australia after winning a competitive tender issued by UK based Alliance Pharma, which owns the rights to Syntometrine.

"Syntometrine has proven success as a critical combination obstetric drug and Phebra is pleased to be making it available to the local market through our new agreement with Alliance Pharma," Dr Eutick said.

"Alliance Pharma is highly regarded within industry as an innovative and creative pharmaceutical company and Phebra looks forward to working with its team, now and into the future."

Alliance Pharma (APH) is an international publicly owned pharmaceutical group listed on AIM, part of the London Stock Exchange. The company, which acquires, markets and distributes pharmaceuticals, owns or licences the rights to more than 60 products.

ABOUT PHEBRA

Phebra is an Australian owned pharmaceutical company that develops manufactures and markets critical medicines in Australia, New Zealand, Asia, Canada and parts of Europe.

Phebra's range of critical medicines covers a range of pharmaceuticals in important disease areas such as cystic fibrosis, antidotes, diagnostics, oncology and pain.

At Phebra, we create critical medicines that save and improve lives.

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