

ZIM Laboratories Limited and Hypera Pharma Group enter into an exclusive licensing agreement of Vitamin D3 Orally Disintegrating Strips for Brazil Market



enter into an exclusive licensing agreement

*It is our pleasure to announce that Zim Laboratories has signed an exclusive licensing agreement for their patented platform technology-based product VITAMIN D3 Orally Dispersible Film with Brazil-based **HYPERA PHARMA Group**.*

Nagpur, August 19, 2020: ZIM Laboratories, an R&D company in the pharmaceutical industry focused on developing and manufacturing differentiated products, announced an exclusive agreement in Brazil with **Hypera Pharma Group**, one of Brazil's largest and most diversified pharmaceutical companies. The agreement covers the exclusive marketing of VITAMIN D3 in a novel Oral Thin Film (OTF) platform with ZIM Laboratories' patented technology.

According to the agreement, ZIM Laboratories will license the developed product to COSMED for importing and marketing under **HYPERA PHARMA's** existing flagship brand **ADDERA D3 by the name ADDERA D3 FLASH**. In its OTF form, the product is intended for bone health in infants and the elderly. This unique delivery system, developed by ZIM Laboratories' patented OTF technology, will address the unserved medical needs of physicians and patients to enhance patient-adherence and convenience. Moreover, it will be preferred by the regulators for its unique features.

Commenting on the development, **Dr. Anwar Daud, Chairman & Managing Director, ZIM Laboratories** said, “I am very happy that our patented OTF technology is getting global recognition and acceptance. The exclusive licensing agreement with Hypera Pharma Group is a step towards ZIM Laboratories’ global aspirations of becoming a preferred partner globally for new drug delivery systems.”

ZIM Laboratories provides end-to-end support on product development and supplies with an intention to drive collaborative growth. It values its partnerships with the local pharmaceutical entities and is known for its strong and enduring relationships with all its partners.

About ZIM Laboratories Limited

Zim Laboratories is a pharmaceutical company focused on providing innovative drug delivery solutions that improve convenience and adherence to drug treatment. Zim Labs acts as a research-centric product development partner for its customers across several regulated and Pharmemerging markets by providing a constant pipeline of therapy agnostic finished and semi-finished pharmaceutical formulation products, using proprietary novel drug delivery solutions.

About HYPERA PHARMA GROUP

Hypera Pharma is one of the largest pharmaceutical companies in Brazil, with a presence in all relevant segments of the sector in the country. It ranks #1 in several therapeutic categories and offers high-quality, safe products. The company has been consistently investing in innovation to grow in a sustainable way so that people lead longer and better lives. It competes in the major market segments in the local market: Prescription Products (under the Mantecorp Farmasa brand), Skin Care (with the Mantecorp Skincare product line), Consumer Health (with iconic OTC and Nutritionals brands such as Benegrip, Coristina d, Engov, Vitasay 50+ and Zero-Cal); and Branded Generics (under the Neo Química product line).

ADDERA D3: Addera D3 is the #1 vitamin D brand in Brazil, with 42% market share, and has been leading the introduction of innovative pharmaceutical forms in its segment in the Brazilian market. **Addera D3**’s marketing strategy combines a strong relationship with the medical community and mass-media advertising to end consumers.