



MERGER ANNOUNCEMENT 9 NOVEMBER 2012

Competition Authority Clears the Acquisition of Pharmexx

The Competition Authority has today cleared the proposed acquisition by United Care Limited, a wholly-owned subsidiary of United Drug PLC, of Pharmexx GmbH and its 39 subsidiary companies, including Pharmexx Ireland (Sales Solutions) Limited. The transaction was notified under the Competition Act 2002 on 22 August 2012.

Both parties are active in the market for the provision of outsourced sales representatives to pharmaceutical companies in the State. During its investigation, the Authority examined the competitive impact of the proposed transaction in this market. The Authority has formed the view that the proposed transaction will not result in increased prices for the provision of outsourced sales representatives to pharmaceutical companies or other harm to competition.

The Authority carried out an extensive investigation which involved desk research, obtaining the views of customers and competitors, issuing formal requests for information to the parties and ongoing contacts with the parties. The Authority has formed the view that the proposed transaction will not lead to a substantial lessening of competition in any markets for goods or services in the State. The Authority will publish a public version of its determination on its website (www.tca.ie) no later than 8 January 2013 after allowing the parties the opportunity to request that confidential information is removed from the published version.

Notes

United Drug PLC, incorporated in the Republic of Ireland and listed on the Dublin and London stock exchanges, is an international provider of services to healthcare manufacturers and pharmaceutical retailers. In the State, United Drug PLC, through its wholly owned subsidiary Ashfield Healthcare (Ireland) Limited, provides pharmaceutical outsourcing services including: (a) contract sales services, (b) nurse advisor services, (c) sales force effectiveness training, and (d) business edge training.

Pharmexx GmbH is a wholly owned subsidiary of Admenta Deutschland GmbH which is, in turn, a member of Celsio AG. Pharmexx is incorporated in Germany. Pharmexx is an international outsourcing services provider of sales and marketing to the pharmaceutical industry. In the State, Pharmexx, through Pharmexx Ireland (Sales Solutions) Limited, provides outsourced sales representatives to pharmaceutical companies.

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