



Mithra and Farmitalia Announce Commercial Launch of Myring™ in Italy, the Fourth Largest Market in the World

- Successful launch of Mithra's hormonal contraceptive ring in Italy under the trademark Kirkos®
- Italy is the third largest European market and the fourth worldwide, with 2 million vaginal rings sold per year
- Mithra CDMO pursues the manufacturing of its Myring™ orders for new commercial launches planned for 2021

Liege, Belgium, 2 March 2021 – 7:30 CET – Mithra (Euronext Brussels: MITRA), a company dedicated to Women's Health, today announces the commercial launch of its vaginal contraceptive ring Myring™ in Italy.

Italy is the fourth largest worldwide contraceptive rings market in terms of sales value and volume, after the United States, Germany and Spain. With 2 million vaginal rings sold per year, the Italian contraceptive rings market is worth EUR 22 million per year with an average growth of 3% per year¹. Mithra's vaginal contraceptive ring will be distributed in Italy under the brand name Kirkos® by Farmitalia.

In Europe, the extension of the shelf life of Myring™ to 36 months, the removal of the requirement for special temperature storage and the 6-pack format offer distributors, pharmacists and patients a more convenient and economic option compared to competitor products.

Fabio Scaccia, CEO Farmitalia, commented: *"The launch of a first class vaginal contraceptive ring gives us a very good chance to establish a fruitful cooperation with Mithra and to strengthen our offer of selected products in Gynaecology where we are among the leader companies into the Italian market. We are excited and fully committed in the launch of Kirkos® and we do strongly believe it will be a great success".*

Leon Van Rompay, CEO Mithra Women's Health, commented: *"We are pleased to launch our Myring™ in Italy where the vaginal ring is a very popular contraceptive option for women. After the successful launch last year in the first European market, Germany, we are now present on the third largest market in Europe, but also the fourth in the world. In addition to the seven European countries already covered, further commercial launches should follow this year in Europe and the rest of the world. Our Mithra CDMO has managed to maintain its manufacturing forecasts since the beginning of the Covid-19 crisis and will continue its dynamics this year in order to meet expected commercial launches."*

¹ IQVIA 2019

For more information, please contact:

Benoît Mathieu (IRO) : +32 473 35 80 18 - investorrelations@mithra.com

Maud Vanderthommen (Press) : +32 473 58 61 04 – press@mithra.com

About Mithra

Mithra (Euronext: MITRA) is a Belgian biotech company dedicated to transforming Women's Health by offering new choices through innovation, with a particular focus on contraception and menopause. Mithra's goal is to develop products offering better efficacy, safety and convenience, meeting women's needs throughout their life span. Its three lead development candidates are built on Mithra's unique native estrogen platform, Estetrol (E4): Estelle®, a new era in oral contraception, PeriNesta®, the first complete oral treatment targeting perimenopause and Donesta®, the next-generation hormone therapy. Mithra also develops and manufactures complex therapeutics in the areas of contraception, menopause and hormone-dependent cancers. It offers partners a complete spectrum of research, development and specialist manufacturing at its technological platform Mithra CDMO. Active in more than 100 countries around the world, Mithra has an approximate headcount of 300 staff members and is headquartered in Liège, Belgium. www.mithra.com

About Farmitalia

Farmitalia is a privately hold pharmaceutical company established in 1995, based in Catania. The concern for women's health led the company to deal with contraception and menopause thus offering support to women during every important stage of their lives. Since several years, Farmitalia has started to take care also of men's health. Today Farmitalia markets in Italy a wide portfolio of pharmaceuticals, medical devices and dietary supplements, promoted to selected medical targets (among which Gynaecologists, Urologists, Endocrinologists) by a highly skilled 120 reps sales force.

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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