



## Mithra Announces Mayne Pharma's New Direct-to-Consumer Campaign to Further Increase Awareness of NEXTSTELLIS® in the U.S.

- Launch of NEXTSTELLIS® contraceptive direct-to-consumer (DTC) campaign across targeted digital and social media channels in the United States
- Collaboration with the leading digital healthcare platform GoodRx, one of the most downloaded medical apps reaching millions of patients a month
- NEXTSTELLIS® is the fastest growing branded contraceptive in the United States in 2022, based on total prescriptions dispensed

**Liege, Belgium, 01 August 2022 – 7:30 CEST** – Mithra (Euronext Brussels: MITRA), a company dedicated to Women's Health, today announces that its U.S. commercial partner, Mayne Pharma Group Limited (ASX: MYX), has entered into a new strategic collaboration with GoodRx (Nasdaq: GDRX), a leading consumer-focused digital healthcare platform in the U.S. The collaborative initiative will deliver an enhanced direct-to-consumer (DTC) program aimed at building awareness of NEXTSTELLIS® (E4/DRSP) oral contraceptive availability in the United States.

GoodRx has millions of visitors who come to the site each month looking for ways to save on their medications and more than 750,000 healthcare providers (HCPs) have used the platform since June 2021 to help their patients access their prescriptions. By combining GoodRx's reach with Mayne Pharma's novel contraceptive, which IQVIA notes is the fastest growing branded contraceptive in 2022 based on total prescriptions dispensed<sup>1</sup>, this program will help further engage consumers and increase access for NEXTSTELLIS® contraceptive. It will also build awareness among HCPs, over 4,000 of whom have already written prescriptions for the product.

The NEXTSTELLIS® campaign called "*It's in our Nature*", is intended to encourage women to talk to their healthcare providers about their birth control options and direct consumers to visit the dedicated website ([www.Nextstellis.com](http://www.Nextstellis.com)) to obtain further information. The program is launched across targeted digital and social media channels, as well as at key points within a woman's healthcare journey, including point-of-care.

**Mayne Pharma's CEO Mr. Scott Richards said:** "We are excited to announce this strategic agreement with GoodRx at a time when providing choice, education, and access to birth control has never been more critical. We know from experience that activating consumers through a DTC program is a key component of any contraceptive brand launch and are excited to work together with GoodRx to inform more consumers and HCPs. This new collaboration highlights our joint commitment to helping women take control of their reproductive health."

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<sup>1</sup> IQVIA, Rapid Weekly TRx Jan 2022 – May 2022

*“Providing access to affordable and convenient reproductive care has never been more important than it is right now,” said Doug Hirsch, co-founder and co-CEO of GoodRx. “By working with Mayne Pharma, we’re helping women have the most up-to-date information about their contraception options so they can make informed decisions that work with their budget and their lifestyle.”*

**Leon Van Rompay, CEO Mithra Women’s Health, commented:** *“We are very pleased to see NEXTSTELLIS® contraceptive reach another landmark milestone in the U.S. market. Launching a large campaign will further raise awareness of NEXTSTELLIS® among patients and prescribing physicians and support the growing sales of our contraceptive in the US market.”*

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#### **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. Mithra explores the potential of the unique native estrogen estetrol in a wide range of applications in women health and beyond. After having successfully launched the first estetrol-based product in 2021, the Estelle®contraceptive pill®, Mithra is now focusing on its second product 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](http://www.mithra.com)*

#### **About NEXTSTELLIS®**

*Developed by Mithra, NEXTSTELLIS® is a novel, patent-protected combined oral contraceptive pill containing 14.2 mg estetrol (E4) and 3 mg drospirenone (DRSP). E4 is a naturally produced estrogen during pregnancy, and E4 in NEXTSTELLIS® is derived from a plant source. In two phase 3 clinical studies conducted in 3,632 women, NEXTSTELLIS® contraception was shown to be both safe and effective and met its primary endpoint of pregnancy prevention. It also delivered positive results on a variety of secondary endpoints that demonstrated excellent cycle control, bleeding pattern, safety and tolerability, and low rates of adverse reactions. Mayne Pharma has a 20-year license and supply agreement in the US and Australia for NEXTSTELLIS®.*

*NEXTSTELLIS®, ESTELLE® and DONESTA® are registered trademarks of Estetra SRL, a Mithra Pharmaceuticals company.*

#### **About Mayne Pharma**

*Mayne Pharma is an ASX-listed specialty pharmaceutical company focused on commercializing novel and generic pharmaceuticals, offering patients better, safe and more accessible medicines. Mayne Pharma also provides contract development and manufacturing services to clients worldwide. Mayne Pharma has a 40-year track record of innovation and success in developing new oral drug delivery systems. These technologies have been successfully commercialized in numerous products that continue to be marketed around the world. Mayne Pharma has two facilities based in Salisbury, Australia and Greenville, NC, US with expertise in the formulation of complex oral and topical dose forms including potent compounds, modified-release products and poorly soluble compounds.*

## About GoodRx

*GoodRx is a leading consumer-focused digital healthcare platform. Our technology delivers strong savings, trusted information and access to care to make healthcare affordable and convenient for all Americans. Since 2011, we have helped consumers save over \$40 billion and are one of the most downloaded medical apps over the past decade.*

## 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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