

PRIMARY CARE

IpSen has a long history in the primary care marketplace, since the origin of the company. With its industrial investment, IpSen manages the entire value chain, from active principles to finished product to the patient. Its expertise covers gastrointestinal disorders, neurodegenerative pathologies and rheumatology. Today the Group continues to develop new formulations and secure new partnerships to better serve the needs of patients around the world.

COLON CLEANSING / COLONOSCOPY

BOWEL PREPARATION IS THE PROCESS OF EMPTYING AND CLEANSING THE BOWEL BY REMOVING ALL FECAL MATTER AND LIQUID.

THE ULTIMATE GOAL OF BOWEL PREPARATION IS TO OBTAIN AN EMPTY AND CLEAN BOWEL TO ALLOW PHYSICIANS TO VISUALISE IT ENTIRELY.

BESIDE ITS DIAGNOSTIC ROLE, COLONOSCOPY CAN BE THERAPEUTIC NOTABLY FOR POLYPECTOMIES.

MORE IMPORTANTLY, COLONOSCOPY IS ONE OF THE BEST TOOLS AVAILABLE FOR THE DETECTION OF INTESTINAL ABNORMALITIES, BUT PARTICULARLY FOR COLORECTAL CANCER (CRC) OR PRE-CANCEROUS LESIONS.

AN EFFECTIVE VISUALIZATION AND REMOVAL OF PRECANCEROUS LESIONS AND POLYPS DURING COLONOSCOPY IS DEPENDENT ON SUCCESSFUL BOWEL PREPARATIONS.

DIARRHEA

2,195

CHILDREN DIE FROM DIARRHEA WORLDWIDE EVERY DAY. MORE THAN AIDS, MALARIA, AND MEASLES COMBINED

1 IN 9

CHILD DEATHS WORLDWIDE, MAKING DIARRHEA THE SECOND LEADING CAUSE OF DEATH AMONG CHILDREN UNDER THE AGE OF 5

ONE

OF THE MOST COMMON DIAGNOSES IN GENERAL PRACTICE IS ACUTE DIARRHEA IN ADULTS

CONSTIPATION

7% TO 27%

OF THE ADULT POPULATION CAN SUFFER FROM CHRONIC CONSTIPATION

5%

OF THE PEDIATRIC POPULATION SUFFER FROM CHRONIC CONSTIPATION

MOST OF

THE PATIENTS USE PRESCRIBED OR OVER-THE-COUNTER MEDICATION TO IMPROVE THEIR CONDITION

In 2015, the Primary Care Business Unit has launched a refocused strategy to optimize the gastrointestinal (GI) portfolio, diversify on adjacent GI pathologies and reinforce its geographical coverage. It is supported by an OTx (dual channel approach of prescription and over-the-counter) commercial model to benefit from its strong brand recognition and to maximize its commercial reach. The Group considers equally patients, nurses, physicians and pharmacists. Ipsen has developed the know-how and has designed drugs to address the needs of the millions of patients suffering from gastrointestinal disorders worldwide. They could be patients being treated for cancer who need to address the gastrointestinal side effects of their therapies. They could be the men and women who live with the debilitating symptoms of irritable

bowel syndrome, a condition for which there is no current treatment. Or they could be the thousands of young children that every day are at risk of dying of diarrhea. Patients need to have simple, effective and accessible solutions to treat their symptoms.

CHOOSING THE RIGHT PARTNERS

The Primary Care Business Unit works with an international network of more than 55 partners for the manufacturing, marketing and distribution of medicines to better serve patients' needs in the countries where Ipsen operates. In July 2015 the Group entered into a manufacturing partnership with Rosta Group, one of the largest medicine distributors in Russia and the owner of one of the country's main pharmacy chains. The first step of the joint project with Rosta involves the manufacturing of Tanakan® with a planned annual output of approximately 120 million tablets. Their common interest is to develop a successful over-the-counter strategy in Russia and its neighboring countries.

ANTICIPATING PATIENTS' NEEDS

Looking ahead, Ipsen aims to stay at the forefront of medical innovation and develop its primary care business to better address the concerns of its patients. Key achievements in 2015 are exemplified by the launch in France of a new strawberry aroma for Smecta® and a ready-to-use formulation of Smectalia®.



>

Ipsen will be expanding treatment portfolio into the probiotics field. Probiotics have become a major focus of attention in the world due to recent advances that have helped understanding their functionality and mode of action. There is now sufficient clinical evidence that probiotic treatments could be effective in various types of gastrointestinal conditions and as such would fit in with Ipsen's expertise in this field.

A SOLID PORTFOLIO

Ipsen's Primary Care treatments extend across several therapeutic areas with a strong focus on gastroenterology, but also through a range of solutions that address cognitive impairment and rheumatology.

GASTROENTEROLOGY

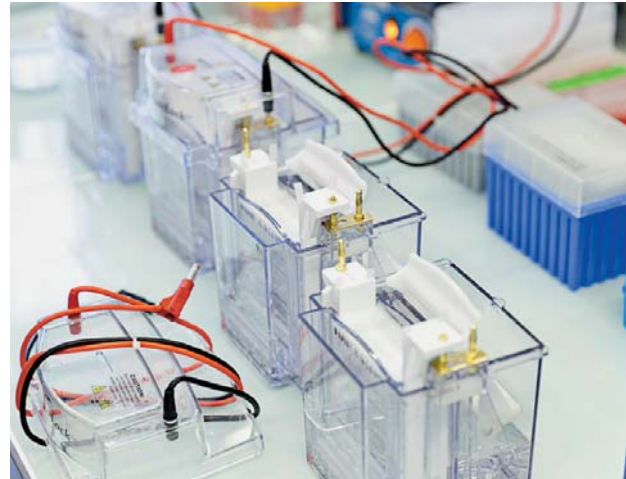
Smecta® is based on naturally extracted purified clay and is primarily indicated for the symptomatic treatment of acute diarrhea in children and adults, and for chronic diarrhea and functional bowel pain in adults. Smecta® is one of Ipsen's key products, particularly in China, where the Group has a production facility serving the local market.

Smectalia® is the OTC formulation reserved for adult use for the treatment of short term acute diarrhea.

Forlax® is an osmotic laxative. Its ingredient is macrogol 4,000, a polymer that causes the intestines to hold more water within and create an osmotic effect that stimulates a bowel movement. It is indicated for the symptomatic treatment of constipation in adults and children.

Fortrans® is a colon cleansing solution indicated for patients in preparation for endoscopic and radiological examinations as well as colonic surgery.

Eziclen®/Izinova® is a second generation of bowel preparations that increases visualization in all segments of the colon, including the right side, hence



PROBIOTICS HAVE BECOME A MAJOR FOCUS OF ATTENTION IN THE WORLD DUE TO RECENT RESEARCH ADVANCES.

enabling better polyps detection and removal during colonoscopy. It is indicated for cleansing prior to endoscopic examinations and treatments or colonic surgery, and may also be used with video capsule techniques. It is a valuable addition to the range in support of Fortrans®, which remains the leading colon cleansing product for Ipsen. Eziclen®/Izinova® considerably reduces the quantity of liquid to be ingested by the patient, while improving the cleansing quality, especially in the right colon, and increasing the efficacy of colonoscopies, notably for the detection of colorectal cancers. It has been launched in 12 countries since 2013, including 5 new countries in 2015 by Ipsen or its partners (France, Italy, Spain, Romania and the UK).

NEURODEGENERATIVE DISEASES

Tanakan® is a standardized and patented ginkgo biloba extract (Egb 761®) indicated for the symptomatic



treatment of cognitive disorders such as memory deficit and concentration disturbances in the elderly, as well as vertigo and tinnitus.

RHEUMATOLOGY (GOUT)

Adenuric® is a therapy in the management of gout, an inflammatory form of arthritis caused by elevated levels of uric acid in the blood which triggers periodic pain attack, stiffness and swelling in a joint, usually a big toe. It inhibits the metabolism of certain substances (purines) that convert to uric acid in the body.

CLINICAL TRIALS

850 PATIENTS IN
90 CENTERS ACROSS 6 COUNTRIES
FOR PHASE IV TRIAL OF SMECTA®

ABOUT 300 PATIENTS IN
3 CENTERS IN RUSSIA FOR PHASE III
TRIAL OF EZICLEN®

1,200 PATIENTS IN
17 CENTERS ACROSS 4 COUNTRIES
FOR PHASE IV TRIAL OF EZICLEN®

KEY PARTNERSHIPS

55 ALLIANCES
AT GLOBAL LEVEL FOR THE PRODUCTION OF ACTIVE PRINCIPLES AND RAW MATERIALS, THE MANUFACTURING OF DRUGS FOR THIRD PARTIES OR THE IN- OR OUT-LICENSE OF DRUGS INCLUDING DISTRIBUTION AND MARKETING OF FINISHED PRODUCTS.

LEADING INDUSTRIAL PARTNERS
IN CHINA, FRANCE, GERMANY, RUSSIA.



● LEADING INDUSTRIAL PARTNERS