



CytoTools AG: Strategic move for a successful market launch of DermaPro® in India

- Planning for market launch by CytoTools partner Centaur Pharmaceuticals in final phase
- Marketing study confirms superiority and higher price strategy of DermaPro® in India
- Already 140 patients recruited for European phase III study with DermaPro®

Darmstadt, 16th April 2014 – The strategy for a successful start to the market launch of the wound healing medication DermaPro® in India was established at the end of March at a top level marketing meeting at Centaur Pharmaceuticals, the licence partner of the CytoTools AG in Mumbai. A large scale marketing study, which was carried out with Indian physicians and patients over the last three months, brought clear results: The originally estimated sales price for the wound healing agent, which will be called Woxheal® in India, was lower than the price range determined by the professional marketing study. Thus confirmation has been obtained that DermaPro® will also be located in the higher price segment giving a greater market potential than was originally estimated. This is further evidence of the immense possibilities which CytoTools AG has created with its own development. Further results of the study confirm, in the opinions of physicians, the clear superiority of DermaPro® in comparison with all available wound healing agents and methods in India.

The study also provides additional information regarding the market potential of the accessible patients. According to the physicians, 60 % of the patients with diabetic foot come from the middle class and a further 20 % can be counted among the more affluent population in India. This clearly increases market potential because previous assumptions had allocated the poorer sector of the population, who can hardly be accessed, a higher proportion of those affected. Thus, for Centaur Pharmaceuticals too, the market launch provides a great opportunity for growth to a new dimension.

Dr. Mark-Andre Freyberg, joint managing director of CytoTools AG, explained: „We are delighted by the results of this professional study which has clearly exceeded our expectations. Thus the marketing of DermaPro® in India will be a milestone not only for the CytoTools AG, but also for our partner Centaur Pharmaceuticals.“

The further planning for production orders will be announced during the second quarter year. Increasing CytoTools' production capacity in Germany is ongoing and is expected to be completed in May. Thus CytoTools is in a position to meet the potentially greater demand from India. The approval procedure in India is continuing according to plan so that the approval is expected in the second half of the year.

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In Europe too, the clinical development of DermaPro® is making great progress: In the planned phase III study with up to 320 patients, which is being carried out for the diabetic foot indication, further progress can be reported. Dr. Dirk Kaiser, joint managing director of CytoTools AG, explained: „The study is now running at 29 renowned medical centres distributed across half of Europe. Already 140 patients have been recruited.“ Due to the current development, CytoTools expects all the planned time schedules can be maintained.

This press release contains specific future-oriented statements. These reflect the opinion of CytoTools on the date of this release. The actual results achieved by CytoTools could substantially deviate from the future-oriented statements made. CytoTools is not obligated to update these future-oriented statements.

CytoTools AG, previously CytoTools GmbH, is a technology and holding company which holds the following shares in its subsidiaries which carry out product development in the pharmaceutical and medical products field: around 58% in DermaTools Biotech GmbH (therapy field dermatology, urology) and 46% in CytoPharma GmbH (therapy field cardiovascular disease, cancer). The complete know-how is protected by corresponding basic patents which are maintained worldwide by CytoTools AG and transferred to the subsidiary companies in the form of exclusive licenses.

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