



*(Incorporated in the Cayman Islands with Limited Liability)*

Stock Code: 0575

11 November 2016

## ANNOUNCEMENT

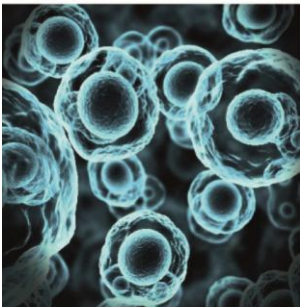


*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

### COMMERCIAL LAUNCH OF FORTACIN™ A BREAKTHROUGH TREATMENT FOR PREMATURE EJACULATION NOW AVAILABLE IN THE UK AND, FROM 2017, IN CONTINENTAL EUROPE



This announcement is made by Regent Pacific Group Limited in compliance with the disclosure requirements under Rule 13.09 of The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**HK Listing Rules**”) and the Inside Information Provisions (as defined under the HK Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).



Regent Pacific Group Limited (“**Regent Pacific**” or the “**Company**” and together with its subsidiaries, the “**Group**”), a specialist healthcare and life sciences investment group, is pleased to announce the commercial launch of Fortacin™ in the United Kingdom (“**UK**”). Fortacin™ is now immediately available in the UK by way of prescription and, from 2017, we expect the treatment to be available in Continental Europe. Fortacin™ is the first EU approved prescription treatment for premature ejaculation (“**PE**”) that does not act on the central nervous system.



The first batch of Fortacin™ will be on commercial sale, by prescription, in the UK from today. Thereafter, Regent Pacific's commercial partner Recordati S.p.A. is expected to begin sales of Fortacin™ in Italy, Spain, France, Germany, Portugal, Czech Republic, Slovakia, Poland, Ireland, Romania and Greece in 2017 and roll-out in the rest of Europe, Russia, CIS and select countries of North Africa. The treatment is a topical spray containing low doses of two anaesthetics – lidocaine and prilocaine – that takes effect almost immediately upon application, giving users more control without reducing pleasure.

Jamie Gibson, the Chief Executive Officer of Regent Pacific said, "Now that we have successfully launched Fortacin™, long suffering PE patients in the UK will finally have a trustworthy prescriptive remedy for the condition which is affecting one in every four men globally. The launch will deliver a steady stream of recurring cash flow for the Group in the years to come. Our goal is to bring Fortacin™ to men across the world and create substantial returns for our shareholders."

Dr Michael Wyllie, Chief Scientific Officer of Regent Pacific said, "PE is one of the most common male sexual problems with prevalence higher than erectile dysfunction, affecting up to 600 million men globally<sup>[1]</sup>. It creates significant burden on health, emotion, and overall quality of life of both men and their partners. We are therefore extremely excited to bring Fortacin™ to the market, and serve the genuine need of sufferers for effective treatments."

### **About Regent Pacific**

Regent Pacific is a diversified investment group based in Hong Kong currently holding various corporate and strategic investments focusing on the healthcare and life sciences sectors. Its wholly-owned subsidiary, Plethora Solutions Holdings plc, is a specialty pharmaceutical company whose core product Fortacin™ is the first EU approved topical prescription treatment for Premature Ejaculation that does not act on the central nervous system, launched in the UK in November 2016 and subsequently in Italy, Spain, France, Germany, Portugal, Czech Republic, Slovakia, Poland, Ireland, Romania and Greece, the rest of Europe, Russia, CIS and certain countries of North Africa. The Group has a strong track record of investments and has returned approximately US\$298 million to shareholders in the 19 years of financial reporting since its initial public offering.

On Behalf of the Board of  
**Regent Pacific Group Limited**

Jamie Gibson  
*Director*

---

<sup>1</sup> Based on an adult male population of circa 3.3 billion of whom roughly 2.5 billion would be in sexually active range (i.e. >16 years) and assuming 1 in 4 suffer from PE.



**Directors of the Company:**

James Mellon (*Chairman*)<sup>\*</sup>

Jamie Gibson (*Chief Executive Officer*)

David Comba<sup>#</sup>

Julie Oates<sup>#</sup>

Mark Searle<sup>#</sup>

Jayne Sutcliffe<sup>\*</sup>

<sup>\*</sup> *Non-Executive Directors*

<sup>#</sup> *Independent Non-Executive Directors*

Hong Kong, 11 November 2016