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Endurance RP Limited

壽康集團有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 575)

Extremely Encouraging US Market Research Analysis for Fortacin™

The board (the “**Board**”) of directors (the “**Directors**”, each a “**Director**”) of Endurance RP Limited (the “**Company**”) is pleased to inform the shareholders of the Company and potential investors of the following update in respect of Fortacin™.

MME, one of the leading global market research companies for health care in the United States (the “**US**”), has just completed a detailed market assessment of the potential for Fortacin™ in the US. The survey involved 70 urologists and primary care physicians who were selected based on geographical representation and included both sexual health specialists and primary care physicians.

As a group, 71% of them felt there was a significant unmet need for the treatment for premature ejaculation and existing treatments were not particularly successful. When presented with the target profile of Fortacin™, 90% of physicians felt that the product would be valuable as front-line therapy and be well received by their patients and they would certainly prescribe.

Encouragingly, these physicians, even with the limitations of existing therapy, were treating an average of 21 patients per month. This would be higher than the number of patients with erectile dysfunction that would have presented prior to approval of Viagra.

At the same time, price point sensitivity was also examined in the US over the range of US\$90-150 per month. Even as a “cash pay” a market launch price within this range was confirmed as easily achievable.

Jamie Gibson, Chief Executive Officer of the Company said “the data confirm the magnitude of the commercial opportunity within the US. It shows that there is a need for an approved prescription product and Fortacin™ should meet that need at

extremely attractive pricing. We expect that once Fortacin™ is introduced, it can become the market leader within 1-2 years of launch. This analysis will facilitate ongoing discussions with licensing parties although the Company is committed, in parallel, to adding even more value by completion of the Phase III randomised clinical trial programme and submission of the new drug application.”

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
Endurance RP Limited
Jamie Gibson
Executive Director

Hong Kong, 28 July 2021

As at the date of this announcement, the Board comprises six Directors:

Executive Director:

Jamie Gibson (*Chief Executive Officer*)

Non-Executive Directors:

James Mellon (*Chairman*)

Jayne Sutcliffe

Independent Non-Executive Directors:

David Comba

Julie Oates

Mark Searle

* For identification purposes only