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Bluefish wins tender auctions in Germany

“Two-year contracts for Bluefish products to insurance companies”

Bluefish has been selected as the exclusive provider of Ibandronate 50/150mg, Levocetirizine 5mg and Valaciclovir 500mg and as the non-exclusive provider of Bicalutamide 50/150mg, Finasteride 5mg, Letrozole 2.5mg, Ondansetron 4/8mg and Sumatriptan 50/100mg in supply contracts with four different insurance companies, Barmer-GEK, IKK Classic, Knappschaft-Bahn-See and Techniker Krankenkasse. Each contract is valid for two years, with the initial supply planned for end of 2014. The total net sales value from these contracts is estimated to approximately SEK 5 million over a two-year period.

Bluefish already has an established supply relationship with all four insurance companies for various products. Tender auctions for pharmaceuticals are common practice throughout Europe, and in Germany in particular.

Bluefish has successfully built market share in major European markets by offering high quality generic pharmaceuticals. Never compromising on product quality and patient safety, Bluefish markets products in an innovative, responsible and cost-efficient way with the ambition of making modern medicines accessible to more people.

Bluefish operates in a large number of European markets. The product portfolio consists of 80 products and is growing.

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About Bluefish Pharmaceuticals

Bluefish has undergone significant international expansion since the company was founded in 2005. Bluefish focuses on the development, manufacture and sale of generic pharmaceuticals. The company conducts marketing operations in a large number of European markets and is expanding into territories outside Europe. The product portfolio consists of a total of 80 products and is growing.

www.bluefishpharma.com