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SERENDIPITY PARTNERS HAS ACQUIRED 25% OF THE SHARES IN BLUEFISH PHARMACEUTICALS AB

We are pleased to announce that Serendipity has acquired shares in Bluefish Pharmaceuticals.

Serendipity Partners (Serendipity) is the manager of a Permanent Capital healthcare fund, which invests in healthcare companies. Serendipity is based in Oslo and partners with founders and owners across the healthcare sector, with specific focus on pharmaceuticals, diagnostics, healthcare service providers and medical technology.

Egil Bodd, Managing Partner in Serendipity comments:

“We are excited to invest in this successful generic drug company. This investment fits well with our vision to support patients and society, in this case to keep healthcare costs down with high quality generics allowing for the development of innovative medicines. We look forward to work together with Bluefish Pharmaceutical’s owners and management to further strengthen Bluefish’ European expansion and the development of new generic products “

Serendipity has a Nordic and European focus and has established a network of experienced leaders with experience from the healthcare sector which fits well with Bluefish Pharmaceuticals geographical reach.

For more information, contact

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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 and sale of generic pharmaceuticals. The company conducts marketing operations in more than 13 European markets and is a specialist in generic medicines. The product portfolio consists of a total of approximately 70 products and is growing.

www.bluefishpharma.com