



Press release

Orexo Forms a Commercial Partnership with Publicis Touchpoint Solutions for launch of Zubsolv™ in the US

Telephone conference today July 1 at 3:00 pm CET

Uppsala, Sweden – July 1, 2013 - Orexo AB announces today that the company has entered into a commercial partnership with Publicis Touchpoint Solutions for the launch of Zubsolv in the United States. Preparations for the commercial launch will commence immediately, in anticipation of the projected approval by the FDA in early July 2013 with launch in September 2013.

Orexo maintains overall commercial responsibility as part of the agreement, as well as all rights to Zubsolv in the US market and will consolidate all product revenue through its subsidiary, Orexo US Inc. Publicis Touchpoint Solutions will be responsible for the execution of all field-based promotion activities through dedicated sales representatives and medical support to health care practitioners through deployment of a dedicated medical scientific liaison team.

The partnership structure secures strong incentives for both Orexo and Publicis Touchpoint Solutions to maximize the potential of Zubsolv. As part of the agreement, the companies are sharing the investment and profits in the commercialization of Zubsolv. After Publicis Touchpoint Solutions has recovered their investment and agreed return, they will be awarded a single digit share of the profit until the partnership ends. The partnership is based on a three and a half year contract that ends in December 2016.

“The selection of Publicis Touchpoint Solutions as a partner to Orexo for the launch of Zubsolv is the result of a six month comprehensive partnership assessment and negotiation process. Publicis Touchpoint Solutions is a strong commercial partner with highly committed leaders that have relevant expertise from similar product launches, knowledge from the opioid dependence therapeutic area, and a well-established infrastructure,” says Nikolaj Sørensen, Chief Executive Officer of Orexo AB.

Publicis Touchpoint Solutions is a leading outsourcing partner to the life science industry in the US offering their partners comprehensive multichannel messaging solutions. The company is servicing a multitude of the most successful pharmaceutical companies in the US.

“Publicis Touchpoint Solutions is an optimal partner to assist us in driving commercialization of Zubsolv, while we maintain full control of the brand. I am impressed by the competence and US market insights I have experienced through my many interactions with Publicis Touchpoint Solutions. Their investment in the launch of Zubsolv



reflects their full commitment to this exciting product,” continues Nikolaj Sørensen. He also added, “With the innovative partnership structure, Orexo has limited its financial exposure for launch of Zubsolv. At the same time, we have gained a partner that is motivated and highly engaged.”

“Publicis Touchpoint Solutions looks forward to partnering with Orexo and driving successful commercialization of Zubsolv in the US,” says Rick Keefer, president and CEO of Publicis Touchpoint Solutions. “The strategic plan that Orexo has established for Zubsolv, including the clinical programs to document clinical utilization of this novel treatment option in opioid dependent patients has laid the foundation for a strong commercial launch of the product. Our venture with Orexo builds on our two organizations’ strengths and dedication, which in combination with the market opportunity for Zubsolv and the product features is a strong basis for future commercial success.”

Telephone conference

CEO of Orexo AB Nikolaj Sørensen will together with President of Orexo US Inc. Robert DeLuca present the background to the agreement with Publicis Touchpoint Solutions at a teleconference today at **3.00 pm CET**.

To participate in the call, please dial: 08-50556477 (SE), +442033645372 (UK) or +18557161589 (US).

Presentation slides will be available on the website and via the following link: <http://media.fronto.com/cloud/orexo/130701/>.

For further information, please contact:

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About Zubsolv™

Zubsolv is a novel sublingual formulation of buprenorphine and naloxone using Orexo’s extensive knowledge in sublingual technologies. Zubsolv is intended for maintenance treatment of people suffering from opioid dependence. Preparations for the commercial launch will commence immediately, in anticipation of the projected approval by the FDA in early July 2013 with launch in September 2013. Through application of its proprietary technologies Orexo has increased the bioavailability of the active ingredient, accelerated dissolve time, reduced tablet size and improved taste. In a comparative acceptability study 9 out of 10 participants choose Zubsolv over the market leader Suboxone Film for a daily treatment. Zubsolv has the potential to be the first new entrant into a growing USD 1.5 billion market, with more than five million patients suffering from opioid dependence and where a majority of patients are not adequately treated today. Market potential for Zubsolv is at peak estimated at above USD 500 million in sales annually.



About Orexo

Orexo is an emerging specialty pharma company developing improved treatments using proprietary drug delivery technology. Orexo's expertise is within the area of reformulation technologies and especially sublingual formulations. The company has a portfolio of revenue generating EU and US approved products currently marketed under licence and a pipeline of several reformulations of approved compounds for areas of unmet medical need. Orexo also has collaboration projects with several international pharma companies. Orexo, with its headquarters in Sweden, is listed on NASDAQ-OMX. The largest shareholders are Novo A/S and HealthCap.

For more information about Orexo AB, please visit www.orexo.com.

About Publicis Touchpoint Solutions, Inc.

Publicis Touchpoint Solutions designs and implements customized, cross-channel, healthcare sales, service, and clinical communications teams. From in field to inside and from promotional to clinical, Publicis Touchpoint Solutions centers-of-excellence include field sales and service, live video detailing, inside credentialed sales specialists, inside sales and service, clinical health educators, and medical science liaisons. A wide range of vital support solutions—each of which serves all of the company's message delivery channels—includes recruiting, training, performance management, operations, data/analytics, and compliance. Publicis Touchpoint Solutions provides the human touch to precision cross-channel messaging delivered at the right time and through the right channels to achieve maximum impact. Publicis Touchpoint Solutions is a member of the Publicis Healthcare Communications Group (PublicisHealthcare.com).

Website: www.TouchpointSolutions.com

Twitter: <http://twitter.com/pTouchpoint>

LinkedIn: <http://linkd.in/pTouchpoint>

Orexo is required under the Financial Instruments Trading Act to make the information in this press release public. The information was submitted for publication at 09:30 am CET on July 1, 2013.