

FACT SHEET

BHR PHARMA, LLC

A Besins Healthcare Company

Founded in January 2008, BHR Pharma, LLC (www.bhr-pharma.com) (BHR) is a pharmaceutical research and development (R&D) company located in Herndon, VA, near Washington, DC and in close proximity to the U.S. Food & Drug Administration

BHR is committed to bringing to market specialty treatments that employ non-oral delivery systems, with an emphasis on unmet and underserved medical conditions.

BHR is a wholly owned subsidiary of Besins Healthcare SA (www.besins-healthcare.com), a fourth-generation, family-owned business headquartered in Brussels, Belgium.

- Founded in 1885 in Paris, Besins, focuses on transdermal delivery technology, with products now available in 93 countries around the globe.

BHR manages all Besins global R&D activities. Those activities primarily leverage proprietary drug formulations, including the Enhanced Hydroalcoholic Gel (EHG[®]) technology pioneered and commercially launched by Besins in 1975.

- Like other transdermal systems, the EHG[®] “patchless” transdermal delivery system avoids the gut and first-pass liver metabolism, increasing bioavailability in many instances and avoiding the generation of potentially toxic metabolites.

The BHR development pipeline includes treatments for neuroprotection in traumatic brain injury (TBI), prostate cancer and related indications, breast cancer, cyclic mastalgia and gynecomastia.

- The development pipeline is based on a risk-balancing principle, focusing on a combination of new chemical entities and known active pharmaceutical ingredients.
- BHR intends to initiate the global, multi-center, Phase 3 pivotal trial (www.synapse-trial.com) of BHR-100 (intravenous progesterone infusion) in severe TBI patients in early 2010.
 - BHR-100 is one of BHR’s lead pipeline products.
 - TBI is the leading cause of death and disability in children and young adults worldwide and involved in nearly half of all trauma deaths.
 - The Phase 3 trial will be designed and conducted in collaboration with the American Brain Injury Consortium (ABIC) and the European Brain Injury Consortium (EBIC).

BHR is an affiliate of Ascend Therapeutics, Inc., Besins’ pharmaceutical sales and marketing entity in the U.S.