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LANSEN PHARMACEUTICAL HOLDINGS LIMITED

朗生醫藥控股有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock code: 503)

VOLUNTARY ANNOUNCEMENT

LANSEN SIGNS EXCLUSIVE MARKETING AND DISTRIBUTION AGREEMENT WITH ETHYPHARM FOR KETOPROFEN/OMEPRAZOLE SR IN THE PRC

Lansen Pharmaceutical Holdings Limited (“**Lansen**” or the “**Company**”, and together with its subsidiaries, the “**Group**”), a leading Chinese company which focuses on disease-modifying anti-rheumatic drugs (“**DMARDs**”), today announces that its wholly-owned subsidiary, Ningbo Lansen Pharmaceutical Company Limited, has signed an exclusive agreement with Shanghai Ethypharm Pharmaceutical Co. Ltd and Ethypharm SA (collectively referred to as “**Ethypharm**”).

Under the agreement, Lansen has been granted the exclusive rights for the marketing and distribution of ketoprofen/omeprazole slow-release capsules (the “**Drug**”) in the People’s Republic of China (“**PRC**”) for over 10 years. Ethypharm will be responsible for developing the Drug, applying for the Clinical License, conducting clinical trials and obtaining the Import Drug License (“**IDL**”) from the State Food and Drug Administration (“**SFDA**”) for the Drug in the PRC, while Lansen will be responsible for applying for the Import Drug Repackaging License (“**IDRL**”) and repackaging the Drug in the PRC. In accordance with the requirements set by the SFDA for imported drugs, Lansen estimates that the Drug will receive the IDL and IDRL approvals within the next four to six years.

The Drug is a specialty analgesic and anti-inflammatory product for the treatment of rheumatic autoimmune diseases, the pharmaceutical sector which Lansen is principally engaged in. The Drug is marketed in Europe as Axorid® by Ethypharm’s licensee Meda Pharma and is a fixed-dose combination of ketoprofen, a non-steroidal anti-inflammatory drug (“**NSAID**”), with the

proton pump inhibitor omeprazole. Ketoprofen helps to reduce inflammation and pain in rheumatic disorders but, as with all NSAIDs, can also cause gastric irritation and ulceration. Omeprazole inhibits gastric acid production and when combining it with ketoprofen helps to prevent the development of NSAID-associated ulcers, ulcer complications and dyspeptic symptoms.

Lansen intends to sell the Drug in the PRC using the Group's extensive distribution network, which currently extends to over 1,000 hospitals in 25 provinces and four municipal cities throughout the PRC.

Lansen is very pleased to have signed this agreement with Ethypharm, which is renowned as the European leader in innovative drug delivery, and which we believe makes an ideal partner for Lansen. This deal also has great significance for the Group as it marks our first major agreement with an international pharmaceutical company. We believe that the distribution of ketoprofen/omeprazole slow-release capsules in the PRC will enable Lansen to gain strategic access to the important NSAIDs market with a unique product with attractive characteristics. This will allow us to expand our existing product portfolio and strengthen our market position and brand reputation in rheumatologic diseases, and also bring a significant revenue contribution to the Company.

ABOUT LANSEN

Lansen is a leading pharmaceutical company in China which focuses on the rheumatic specialty prescription western pharmaceuticals for the treatment of autoimmune rheumatic diseases. Founded in 2002, the Group is engaged in the manufacture, distribution and development of rheumatic drugs, with a leading position in the DMARDs market in the PRC. In addition to 13 non-core medical products, the Group has three rheumatic specialty prescription western pharmaceuticals as its core products, of which Pafulin and Tuoshu rank first and fourth respectively in terms of DMARDs' market share. The Group has established an extensive distribution network, covering more than 1,000 hospitals in 25 provinces and four municipal cities. The headquarters for production and administration is located in Ningbo, Zhejiang Province of the PRC, with modern production facilities occupying an area of 64,000 square meters. Apart from the Chinese Government's GSP certification, the Group's operating facilities are GMP-certified by the State Food and Drug Administration and adhere to stringent and closely monitored quality assurance and safety control processes.

ABOUT KETOPROFEN/OMEPRAZOLE SR

Ketoprofen/omeprazole SR is a specialty analgesic and anti-inflammatory product for the treatment of rheumatic autoimmune diseases, such as osteoarthritis, chronic rheumatoid arthritis, ankylosing spondylitis. It is also designed to prevent gastro duodenal ulcers that are frequently induced by chronic treatment with NSAIDs. The Drug is the first fixed-dose combination which

works as an anti-inflammatory analgesic while also reducing gastrointestinal side effects, thereby achieving better therapeutic effect.

ABOUT ETHYPHARM

Ethypharm SA is a French company based in Saint Cloud, Paris. Founded in 1977, Ethypharm is one of the leading pharmaceutical companies dedicated to the development of innovative drug delivery systems. Its patented technologies offer multiple benefits for patients by improving efficacy, administration, compliance, and reducing side-effects.

Ethypharm provides its clients with solutions for the life cycle management of their drugs. The company has one of the broadest portfolios of technologies to become the worldwide privileged partner of pharmaceutical companies. Ethypharm offers customized solutions for the development of the medicines of the future.

Ethypharm employs 800 employees and had turnover of €130 million in 2010.

By order of the Board
Lansen Pharmaceutical Holdings Limited
Stephen Burnau Hunt
Chairman

Hong Kong, 26 October 2011

As at the date of this announcement, the executive Directors are Mr. Xu Jun and Mr. Liu Xiao Dong; the non-executive Directors are Mr. Stephen Burnau Hunt, Mr. Lee Jin Yi, Ms. Yip Pui Ling, Rebecca, Mr. Tang Jun and Ms. Tao Fang Fang; the independent non-executive Directors are Mr. Chan Kee Huen, Michael, Mr. Tang Chiu Ping, Raymond and Mr. Fritz Heinrich Horlacher.