

## Novartis Launches Voveran<sup>®</sup> TPM Gel in India

- *Novartis has launched a diclofenac formulation under the product name Voveran<sup>®</sup> TPM gel in the Indian market*
- *Themis' launch of its diclofenac product Instanac<sup>®</sup> TPM gel in the Indian market will occur imminently*

**21 January 2014, Melbourne:** Australian drug delivery technology company Phosphagenics Limited (ASX:POH; OTCQX:PPGNY) advises that Novartis has launched a topical diclofenac gel that has been formulated with Phosphagenics' proprietary TPM<sup>®</sup> drug delivery system, under the product name "Voveran TPM gel".

Phosphagenics' partner, Themis Medicare Limited, which supplies the diclofenac gel in finished dosage form to Novartis India Limited, will shortly launch its own product in the Indian market incorporating TPM<sup>®</sup> under the product name "Instanac<sup>®</sup> TPM gel". Phosphagenics will receive an undisclosed royalty from Themis on sales of its Instanac<sup>®</sup> product as well as sales of the Voveran<sup>®</sup> product.

Voveran<sup>®</sup> TPM gel is a prescription pharmaceutical product launched as a line extension to Novartis' Voveran<sup>®</sup> brand (known as Voltaren<sup>®</sup> in many geographic markets). Novartis will market the product which contains 1% diclofenac (w/w). The product packaging highlights the enhanced delivery provided by Phosphagenics' TPM<sup>®</sup> – Targeted Penetration Matrix – drug delivery system.

Voveran<sup>®</sup> TPM gel is a topical non-steroidal, anti-inflammatory drug indicated for the treatment of pain and inflammation of the muscles and joints caused by osteoarthritis, soft tissue rheumatism and injuries such as sprains and strains. In the Indian market, Novartis' Voveran<sup>®</sup> is the number one brand in the pain and inflammation product category.

These developments arise from an agreement that Phosphagenics disclosed in an April 2013 market announcement and are consistent with the timetable set out in Phosphagenics' September 2013 shareholder newsletter.

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## **About Phosphagenics**

Phosphagenics Limited is commercialising drug delivery applications based on its novel transdermal (drugs administered via skin) TPM<sup>®</sup> – Targeted Penetration Matrix technology. TPM<sup>®</sup> is a patient friendly and cost effective system used to deliver proven pharmaceutical and nutraceutical products.

The lead products advancing through clinical trials are an oxymorphone and oxycodone matrix system for the relief of chronic pain.

Phosphagenics' shares are listed on the Australian Securities Exchange (POH) and its ADR – Level 1 program in the US is with The Bank of New York Mellon (PPGNY).

## **Inherent Risks of Investment in Biotechnology Companies**

There are a number of inherent risks associated with the development of pharmaceutical products to a marketable stage. The lengthy clinical trial process is designed to assess the safety and efficacy of a drug prior to commercialisation and a significant proportion of drugs fail one or both of these criteria. Other risks include uncertainty of patent protection and proprietary rights, whether patent applications and issued patents will offer adequate protection to enable product development, the obtaining of necessary drug regulatory authority approvals and difficulties caused by the rapid advancements in technology.

## **Forward-looking Statements**

Certain statements in this ASX announcement may contain forward-looking statements regarding Company business and the therapeutic and commercial potential of its technologies and products in development. Any statement describing Company goals, expectations, intentions or beliefs is a forward-looking statement and should be considered an at-risk statement. Such statements are subject to certain risks and uncertainties, particularly those risks or uncertainties inherent in the process of developing technology and in the process of discovering, developing and commercialising drugs that can be proven to be safe and effective for use as human therapeutics, and in the endeavour of building a business around such products and services.

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