

PRESS RELEASE

Debiopharm Group is investing in Tweasy, the Saas e-marketing platform for SMEs

Neuchâtel and Lausanne on July 5th, 2012 – **Debiopharm Group acquires a minority equity stake in Tweasy SA.**

Tweasy is delighted with the arrival of its new partner six months after having received the CTI Start-up Label. Thanks to this investment, Tweasy will be able to enter its rapid development phase, as its priority is to hire new employees.

In CEO José de Bastos's opinion: "We feel we have found the ideal partner. Thanks to the Debiopharm Group, we will be able to graduate from the incubation period and accelerate our development. In practical terms, we are going to fine-tune the online platform, develop the mobile channels and begin our international expansion. Our purpose clearly being to offer the best digital toolbox on the market".

Ever since its establishment in 1979, Debiopharm Group and its founders have banked on ongoing innovation, promoting entrepreneurship and thickening the Swiss economic fabric. With a view to this, Debiopharm Group is involved in programs that encourage entrepreneurship, notably venture kick, Genilem, Ecllosion, the Foundation for Technological Innovation (FIT) and the START Lausanne competition (University of Lausanne and the Federal Institute of Technology, UNIL-EPFL).

In Managing Director Thierry Mauvernay's view: "the start-up spirit is dear to the Debiopharm Group. We wish to keep it alive and we sustain it by providing long-term support to other entrepreneurs".

As part of its diversified investment strategy, the group favours entrepreneurship by investing in active start-ups in the fields of information technology, sustainable resources or services for private individuals.

Thierry Mauvernay continues: "We are proud to be supporting Tweasy SA throughout its development. The team's dynamism and experience constitute strong assets to offer SMEs simple and innovative e-marketing solutions".

Tweasy SA in brief:

Tweasy SA is a Neuchâtel-based company that was founded in 2010. It is headed by José de Bastos, also Co-Founder. His online platform enables SMEs to engage in local, mobile and social marketing. Tweasy was awarded the CTI Start-up Label in 2011.

The platform is also marketed by Swisscom, leader in the Swiss telecommunication industry. For further information regarding Tweasy, please visit www.tweasy.com.

Debiopharm Group in brief:

Debiopharm Group™ (Debiopharm) is a Swiss-based global biopharmaceutical group that focuses on the development of prescription drugs that address unmet medical needs. The group in-licenses promising molecules, develops them, and then, towards the end of the process, out-licenses the products that have been developed to pharmaceutical partners for sales and marketing. The group independently funds the worldwide development of its entire product range.

In order to bring about synergies with its core business, Debiopharm invests in start-ups, mainly in the field of molecular diagnostics due to the growing importance of personalised medicine, but also in other fields that help sustain entrepreneurship.

For further information on the Debiopharm Group, please visit www.debiopharm.com.

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