



**FOR IMMEDIATE RELEASE**

**INVIDA GROUP INAUGURATES SINGAPORE CORPORATE HEADQUARTERS WITH GLOBAL BRAND UNIFICATION**

*Invida Serves as Gateway to Asia Pacific Pharmaceutical Markets*

**Singapore –April 12, 2010** – At an event marked by celebration and strategic insight, Invida Group officially ushered in a new era as the company converges its subsidiaries under a unified global brand name. Held at Invida’s new corporate headquarters in Singapore’s Science Park One, the event drew 180 participants. Mr. S. Iswaran, Singapore’s Senior Minister of State for Trade & Industry and Education, was on hand as Invida’s senior executives, employees, investors, members of the media, and key partners gathered to appreciate how the new Invida Group will serve the needs of the Asia Pacific market and continue to grow as the leading provider of important healthcare brands and services to the region.

In his keynote speech, Mr. Iswaran lauded Invida’s commitment to the region and highlighted Singapore’s status as a hub for the pharmaceutical and biotech industry in Asia Pacific. He noted, “Invida’s work in Singapore underscores the region’s role as a hub for both biomedical innovation and as a gateway to the Asian markets. This allows us to be competitive and harness global partnerships to meet regional market requirements. As Invida’s corporate headquarters are being inaugurated, their achievements in accelerating Singapore’s access to the novel pharmaceutical products are a testament to this continuing innovation, as well as Singapore’s position as a regional leader in business and innovation.”

Amidst a roaring Lion Dance to usher success and prosperity, Invida’s Chairman, Ernest Wong, and Chief Executive Officer, John Graham, took the stage to toast Invida’s growth and thank its stakeholders for their continued support. *Channel News Asia, Lianhe Zaobao* and *Business Times* were among the media covering the event.

In the preamble to his toast for Invida's success, Mr. Graham said, "Five years after the founding of Invida, we've been able to expand throughout the region and, through our former brand entities, bring a wealth of experience and well-established reputations to our current work in Asia Pacific. This groundwork has allowed us to continue to grow and capitalize on the huge opportunity created in this region, and we look forward to continuing to provide the Asia Pacific region with the world's leading pharmaceutical products."

The transformation to a unified global brand has been in progress over the past six months, as Invida consolidates PharmaLink, Innovail, Transfarma and Innovex into a single brand and leverages these companies' experience, expertise, and vast networks to support the rapidly growing needs of the region. These subsidiaries have merged to the Invida brand to solidify the company's presence in the region, while still providing their partners with unparalleled service quality they have come to expect.

### **About Invida Group Pte Ltd**

Invida improves the lives of patients in Asia by commercializing differentiated pharmaceutical products of superior quality - the result of which will allow all our stakeholders to prosper. We do this through our proven brand marketing and sales know-how, strong expertise across a number of key therapeutic categories and deep experience in all critical Asian markets. Comprehensive functional capabilities provide rapid market access delivered by our passionate team of professionals.

With more than 4,000 employees in 13 countries in Asia Pacific, Invida operates across the commercial value chain from regulatory approval and product launch to lifecycle management. We manage a portfolio of proprietary healthcare brands as well as licensed products from small biotech firms and large multinational companies. Partnering is a critical component of Invida's business model. We collaborate closely with our partners in developing effective strategies and put our extensive experience behind maximizing the potential of the assets entrusted to us.

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