



Provepharm launches UK subsidiary

Opening will enable pharmaceutical company to better provide UK market with direct distribution and client-facing team

UK third direct-selling country for Provepharm, after France and the United States, expanding commercial presence in medical dye and antidote markets

Marseille, France, November 8, 2023 – Provepharm, a leading international pharmaceutical company specializing in medical dyes and antidotes, today announces the official launch of its dedicated United Kingdom subsidiary. This is a significant milestone in Provepharm’s strategy to establish a direct presence in key European markets, adding to its successful existing reach in France and the United States.

With the establishment of Provepharm UK, the company aims to enhance the distribution of its endoscopic and surgical dyes and antidotes offering, providing a direct route to HealthCare Professionals (HCPs) and customers. Although Provepharm’s products have been available in the UK through a distributor for several years, the launch of its UK subsidiary shows the company’s commitment to strengthening relationships with HCPs, understanding their evolving needs, and optimizing the utilization of its products to benefit patients.

“We are very proud to launch our affiliate in the UK. It will allow us to continue developing our attractiveness in the market with our holistic approach; in which we provide high-quality products and offer a solid range of educational tools to make sure our customers get the best out of our dyes,” said Michel Feraud, chairman and CEO of Provepharm. “This new initiative aims to enhance the distribution of our offering of endoscopic and surgical dyes and antidotes in the UK. Our goal is to confirm Provepharm as a trusted partner and an expert in medical dye and antidote markets.”

Provepharm’s UK affiliate offers a dedicated market-facing team, enabling the company to deliver tailored support and enhanced accessibility to its solutions. The team is fully engaged and ready to assist with existing products and future developments arising from the company’s R&D initiatives and business development opportunities.

“I am excited for the opportunities the UK affiliate will offer in terms of the development of Provepharm’s portfolio and am looking forward to building effective relationships with HCPs to ensure Provepharm UK is recognized as a valuable and trusted partner,” said Tim Whelan, UK country manager at Provepharm and head of UK operations.

About Provepharm – Act to improve life

An independent, international specialty pharmaceutical company, Provepharm leverages the potential of mature and well-known molecules to develop innovative treatments that improve patients' lives. Provepharm designs, develops, manufactures and markets a range of hospital products such as antidotes and other critical care products. Notably, the company is recognized for its expertise in the endoscopic and surgical dye markets. Working closely with healthcare professionals, Provepharm is committed to developing specific services aimed at helping them enhance clinical practices. With a team of over 160 professionals and offices in France, the US and UK, the company markets its products in over 25 countries worldwide and devotes between 20% and 25% of its revenues to R&D.

Provepharm strives every day to have a positive and significant social, societal and environmental impact in the performance of its activities: that’s its *raison d’être*.

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