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### **Hydroxyzine EQL Pharma now substitutable with Atarax in Sweden**

The Swedish Medical Products Agency (MPA) has now reached a positive decision regarding medicinal substitution between the generic pharmaceutical Hydroxyzine EQL Pharma and the original pharmaceutical Atarax for the Swedish Market.

Hydroxyzine EQL Pharma belongs to a group of medicines called sedating antihistamines. It has several areas of use which include treatment of anxiety and treatment of certain types of allergic reactions.

The total yearly turnover for the original product in the markets that EQL Pharma are looking to enter is approximately SEK 34 million. Currently there is no other competitor than the original product on the market. EQL Pharms goal is to start selling the product in Q1 2015 at latest.

“Hydroxyzine EQL Pharma is a part of our long term investment in new strategic niche generics having little or no competition. To achieve the status medicinally substitutable with the original Atarax means that yet another important milestone has been reached on the way towards launch”, says Christer Fåhraeus, CEO at EQL Pharma.

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### **EQL Pharma AB in short**

EQL Pharma is specialised in development and sales of generics, i.e. pharmaceuticals that are medically equivalent to original pharmaceuticals. The company has three (3) niche generics on the market and a pipe-line that will increase with at least 4 additional “first-in-class generics” (generics having no or very limited competition in addition to the original) at the latest during 2015, and at least another six (6) niche generics during 2016. The company is currently entirely focused on prescription medicines in the Nordic countries.