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Distribution agreement signed for EQL Pharma's hydroxyzine product in Finland.

EQL Pharma has entered into an exclusive agreement with a larger pharmaceutical company concerning distribution of the company's hydroxyzine product on the Finnish market. The background to the agreement is that the larger generics company is expected to have a better chance of reaching a good market penetration in Finland than what EQL Pharma is expected to have on its own. Launch of the product in Finland is expected during Q3 2015.

The total yearly turnover for the original product in the markets that EQL have entered or will enter is approximately SEK 34 million. Currently there is no other competitor than the original product on the market. The original product is called Atarax (UCB).

EQL Pharma's hydroxyzine product (in Sweden sold under the brand name Hydroxyzine EQL Pharma and in Denmark under the brand name Hydroxyzinhydrochlorid 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.

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EQL Pharma AB in short

EQL Pharma is a Swedish pharmaceutical company specialised in development and sales of generics, i.e. pharmaceuticals that are medically equivalent to original pharmaceuticals. The company is currently focused on prescription medicines in the Nordic countries where the competitive pressure is low or absent, i.e. niche generics. The products are manufactured both in Europe, India and China, but always meeting the European standard and quality.