



# Harel Consulting

Connecting Pharmaceutical Companies Around the World

## ADial Pharmaceuticals Engages Harel Consulting to Search for Strategic Partner for ADial in International Markets

New Jersey, February 16, 2015

“Harel Consulting” and “ADial Pharmaceuticals” (“ADial”) announced today that they will collaborate on a search for a strategic partner for ADial that will support the development and commercialization of their lead product, AD04, indicated for the treatment of Alcohol Use Disorder (“AUD”) in genetic biomarker positive patients.

AD04 was tested in a 283-patient Phase IIb study and was shown to be effective against both the co-primary end points ( $p < 0.05$ ) and reduced both the frequency and quantity of drinking in patients having AUD and testing positive against ADial’s proprietary genetic test for certain genetic markers related to the serotonin system. Approximately one third of patients with AUD are expected to be genetically positive for treatment with AD04 globally, however, in Western Asia and Eastern and Northern Europe (e.g. Russia, Ukraine, Scandinavia) the genetic prevalence may be as high as 60%. AD04 is currently being positioned to commence Phase III trials.

Harel Consulting, a business development advisory firm led by Jacob Harel, has formed a vast network of pharmaceutical companies in Latin America, Eastern Europe, Middle East, Asia Pacific, Africa and Europe. Harel Consulting was assigned by ADial to search for a strategic partner for ADial by leveraging the Harel Consulting network of more than 120 pharmaceutical companies.

Jacob Harel, the founder of Harel Consulting, offered the following comment: “ADial is an outstanding specialty pharmaceutical company with a very unique product in development indicated for the treatment of Alcohol Use Disorder. Harel Consulting has the knowledge, the experience and a wide network of contacts to support ADial with the search for a strategic partner. We will approach potential partners in East Europe and other territories where alcohol consumption seems to be a major medical and social problem. The selected partner will obtain commercial exclusive rights to AD04 for certain territories and in return will support the product development and registration process.

William Stillely, the CEO of ADial commented, “We are pleased to have Harel Consulting strategizing and executing our search for a strategic partner in multiple markets. Their unique cross cultural and international commercial experience will serve our company well as we look for partnering opportunities outside the U.S.”

This potential strategic partnership will bring a much needed product to millions of people in East Europe, Russia and other territories. ADial and Harel Consulting are proud to make such a contribution to the improvement of people’s health in these markets.

### About ADial Pharmaceuticals, LLC

ADial Pharmaceuticals is a privately held pharmaceutical company developing medications for treating addiction diseases and disorders, including alcohol and drug addictions (cocaine, opioids, methamphetamines), as well as other addiction-like behaviors such as those related to obesity and eating disorders. ADial’s lead product, AD04, is a serotonin-3 (5-HT<sub>3</sub>) antagonist targeted for treating alcohol use disorder (AUD) in patients having certain genetic markers related to the serotonin system. AD04 demonstrated efficacy at reducing both the frequency and quantity of drinking in a 283-patient Phase IIb study and is preparing to commence pivotal Phase III trials for treating AUD in genetic marker positive patients. AD04 is also hypothesized as a potential treatment for other addiction diseases such as obesity, illegal drug use, and smoking. The active ingredient in AD04 is ondansetron, which is currently approved as an anti-emetic for post-operative and post-chemotherapy nausea. Doses effective for treating alcohol addiction are well below those used to treat emesis. Clinical and non-clinical experience to date suggest that higher doses like those used for the treatment of emesis may have reduced efficacy for treating addiction and may also entail additional safety risks associated with chronic administration as would be required for treatment of addiction.

For more information, please visit [www.adialpharma.com](http://www.adialpharma.com)

### About Harel Consulting

Harel Consulting is a business development advisory firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnology, diagnostics and medical devices industries. The main focus of the company is the identification and creation of business opportunities by connecting innovative pharmaceutical companies with strategic partners and with leading local and regional companies in international markets. Harel Consulting office is located in Scotch Plains, New Jersey, USA.

For more information, please visit [www.harelconsulting.com](http://www.harelconsulting.com)

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