



Sidrapex and Harel Consulting sign Cooperation Agreement to Facilitate jointly Pharmaceutical and Medical Devices Licensing Arrangements between Global Innovative Companies and Leading Pharmaceutical Companies in South & South-East Asia

Singapore and New Jersey, May 5, 2015

Sidrapex, a niche life sciences consulting company with activities focused on the fast-growing Asia market, and **Harel Consulting**, a U.S. based business development consultancy firm with strong ties to global innovative companies, announced today that they had signed a Cooperation Agreement. According to the terms of the Agreement, Sidrapex and Harel Consulting will leverage their knowledge and relationships in the pharmaceutical sector in the highly regulated markets and in Asia to facilitate licensing arrangements between global innovative companies and local leading Asian companies. Once the potential licensors and licensees are identified, the two companies will work together to facilitate the execution of the licensing transactions.

Harel Consulting is led by Jacob Harel, a seasoned pharmaceutical executive with over 25 years of experience in the industry. Prior to founding Harel Consulting, he most recently served as Head of Corporate Business Development at Merck & Co., during which time he structured and negotiated a variety of deals around the globe and especially in Emerging Markets.

Sidrapex is led by Salman Bokhari with over 35 years of pharma and life sciences experience in various executive and non-executive roles across the globe. Salman has been living in Asia for over 25 years and founded Sidrapex in 2009. Prior to that, Salman led the build-up and growth of Lundbeck in Asia, taking the company's CNS compounds, Lexapro and Ebixa, to market leadership positions in multiple markets. Rapid build-up, restructuring and growth are Salman's particular areas of expertise. Salman has also held senior management positions with Schwarz Pharma/UCB & Ciba-Geigy/Novartis.

Jacob Harel, founder of Harel Consulting, commented on the Agreement saying:

"Sidrapex has an in depth understanding and expertise of the Asian life sciences markets and is perfectly positioned in Singapore to help us find capable licensees, facilitate and execute licensing deals introducing innovative products in the South and South-East Asian markets. We look forward to a fruitful collaboration."

Salman Bokhari, founder of Sidrapex commented on the Agreement, saying:

"It is a privilege to work with Harel Consulting. Through their international contacts with a range of innovative pharmaceutical companies we will be able to offer interesting business opportunities to our partners in the fast-growing markets South and South East Asia."

These future licensing deals are expected to bring more therapeutic choices to millions of patients in South and South-East Asia. Sidrapex and Harel Consulting are proud to make a contribution to the improvement of patients' health in Asia.

About Harel Consulting

Harel Consulting is a business development consultancy firm with in-depth industry knowledge and wide network of contacts in the pharmaceutical, biotechnical, generic and medical devices industries. The main focus of the company is the identification and creation of business opportunities by connecting innovative pharmaceutical companies with leading local and regional companies in international markets through long term licensing arrangements. Harel Consulting office is located in Scotch Plains, New Jersey, USA.

Ms. Flora Ma
Tel: 1-908-392-0498
Email: flora_ma@harelconsulting.com
Website: www.harelconsulting.com

About Sidrapex

With many years of hands-on operating and business development experience in Asia, Sidrapex bridges the cultural and business gap between Asia and the rest of the world. Sidrapex integrates the clients' strategic objectives into the structure of a business strategy, which cascades down into the smallest details. Sidrapex deploys its extensive experience in developing and delivering successful growth, turnaround and restructuring strategies in organizations of varying size, ranging from small privately-owned companies to large and medium-sized multinational operations. Sidrapex is located in Singapore.

Mr. Salman Bokhari
Tel: +65-9789-9119
Email: salman.bokhari@sidrapex.com
Website: www.sidrapex.com