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Jacobson Pharma Corporation Limited

雅各臣科研製藥有限公司

(Incorporated under the laws of the Cayman Islands with limited liability)

Stock Code : 2633

BUSINESS UPDATE

EXCLUSIVE DISTRIBUTION AGREEMENT WITH VEMEDIA SHINE LIMITED FOR EXCILOR (恢甲清)’s MARKET DEVELOPMENT IN MAINLAND CHINA

The board of directors (the “**Board**”) of Jacobson Pharma Corporation Limited (the “**Company**” or “**Jacobson Pharma**”, together with its subsidiaries, the “**Jacobson Pharma Group**”) is pleased to announce that Jacobson Medical (Hong Kong) Limited (“**Jacobson**”), a wholly-owned subsidiary of the Company, and Vemedia Shine Limited, a wholly-owned subsidiary of Versailles B.V. a company incorporated in the Netherlands (“**Vemedia**”), entered into an exclusive distribution agreement on 5 November 2019 in relation to the marketing and distribution of products under the renowned medicated foot care brand “Excilor (恢甲清)” (the “**Products**”), in the market of Mainland China.

Vemedia is a fast growing reputable consumer healthcare company headquartered in Diemen, the Netherlands, marketing a portfolio of leading self-medicated brands in certain European countries. Excilor, a well-recognized brand under Vemedia, primes itself as the specialist in medicated foot care and enjoys a preeminent position in the over-the-counter (OTC) market for treatment of nail infection.

Subject to the terms and conditions of the Agreement, Vemedia appoints Jacobson as its exclusive distributor for, among other things, marketing, sale and distribution of the Products in the market of Mainland China for a term of ten years. By strategically riding on its market network, Jacobson Pharma aims at building a strong position for the Excilor brand in the fast-growing nail and foot care market in China.

Reasons and Benefits for Forging the Strategic Collaboration with Vemedia

The Board envisages that the appointment of Jacobson as the exclusive distributor of the Products in the Mainland China will enhance the product portfolio of Jacobson Pharma and further strengthen its market position in capitalizing on the rising consumer demand for branded healthcare products in the burgeoning market of China. By leveraging on its market penetration capabilities, it is a priority goal of Jacobson Pharma to maximize the value and market potential of the Excilor brand and to ride on this strategic collaboration to create synergies with Vemedia.

By order of the Board
Jacobson Pharma Corporation Limited
YIM Chun Leung
Executive Director and Company Secretary

Hong Kong, 5 November 2019

As at the date of this announcement, the Board comprises Mr. Sum Kwong Yip, Derek (also as Chairman and Chief Executive Officer), Mr. Yim Chun Leung (also as Company Secretary) and Ms. Pun Yue Wai as executive Directors, Professor Lam Sing Kwong, Simon as non-executive Director, and Dr. Lam Kwing Tong, Alan, Mr. Young Chun Man, Kenneth and Professor Wong Chi Kei, Ian as independent non-executive Directors.