



specialty therapeutics to improve in-patient care, speed recovery, and achieve optimal outcomes

Highlights

- Advanced from a start-up in November 2005 into a profitable, cash-flow positive acute-care specialty pharma company with 2008 revenues exceeding \$200 million.
- Focus on acute-care hospital therapeutics, a comparatively concentrated and readily reached market.
- Business model centers on identifying, acquiring, and fostering the growth of novel acute-care products offering broader therapeutic potentials and improved outcomes and patient quality of life.
- Experienced management with hands-on knowledge of the acute-care setting, many previously collaborated in successfully commercializing and building product asset values.
- Products acquired or approved since June 2006 include Gelclair[®], DepoDur[®], Cardene[®] IV, Ready-to-Use Cardene[®] I.V. Premixed Bags, and Retavase[®].

Company Profile

EKR Therapeutics is a specialty pharmaceutical company committed to enhancing patient quality-of-life in the acute, hospital setting. The Company focuses on identifying, fostering, and targeting the growth of proprietary products offering broader therapeutic potential and improved outcomes.

Founded in late 2005 by veteran healthcare and business executives, including Howard Weisman, President and CEO, EKR has brought together a highly cohesive team of pharmaceutical professionals with established records of accomplishments in acute care. Many have previously collaborated in successfully applying the EKR growth strategy at ESP Pharma, a specialty pharmaceutical co-founded in 2002 by Weisman who served as that company's Director, President, and COO, overseeing more than a four-fold growth in revenues, until its purchase in March 2005 in a transaction valued at approximately \$500 million.

EKR has been organized from its inception to be a class leader in commercializing products to address unmet and under-satisfied medical needs or to otherwise enhance the therapeutic value of acute-care products. To this end, EKR actively pursues opportunities to selectively acquire approved novel, but under-valued products which could significantly benefit from EKR's knowledge and commercial strengths in the acute-care, hospital space.

By strategically focusing on acquiring and maximizing the potential utility of products that might not otherwise reach the market or obtain their full therapeutic value, EKR's goal is pre-eminence as a provider of acute-care specialty products, backed by a commitment to excellence in customer service and medical education.

Supported by the strengths of its management team, EKR has achieved several key milestones which have fueled the company's growth from a start-up firm to a commercial operation in a relatively short time frame.



By June 2006, EKR acquired, from Swiss based Helsinn Healthcare SA, exclusive North American rights to Gelclair[®], a bio-adherent oral gel for the management of oral pain (www.gelclair.com).

Before year-end 2006, the Company recruited and deployed its own U.S. sales force, and in August 2007 the product portfolio was enriched with the addition of DepoDur®, extended release morphine sulfate (www.depodur.com). EKR acquired exclusive rights to DepoDur for the Americas from San-Diego based Pacria Pharmaceuticals.



In March 2008, EKR successfully raised \$145 million in combined debt and equity financing, a portion of which was used to acquire from California based PDL BioPharma a portfolio of cardiovascular assets including Cardene I.V. (www.cardeneiv.com) and Retavase® (www.retavase.com).

By May 2008, EKR had integrated several PDL sales reps into the EKR field force and, in turn, the overall EKR employee headcount has more than doubled to over 100 people, and EKR relocated its headquarters to Bedminster, NJ, essentially doubling its home facility space to 21,000 sq. ft. In August 2008, EKR received FDA approval of its Ready-to-Use Cardene I.V. premixed intravenous bags. In July 2008, EKR received FDA approval of its Ready-to-Use (RTU) Cardene I.V. premixed intravenous bags. A second approval was granted by the FDA in

November 2008 for 2X (double) concentration premixed Cardene I.V. RTU bags.

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