

NEWS RELEASE



ACCELERATED EXPANSION OF MEDISTRAVA (HUNTSWORTH MEDICAL DIVISION) WITH THE ACQUISITION OF CREATIV-CEUTICAL

The acquisition of the largest independent global HEOR and market access firm creates a fully integrated medical affairs, health economics and market access global capability

London, 21 May 2019 – Huntsworth plc (HNT:LSE) today announces the acquisition of Creativ-Ceutical (CC), global pioneers in health economics and market access. With the acquisition of CC, MEDI STRAVA (the dedicated medical division of Huntsworth) provides powerful strategic and technical capability with a global footprint including more than 340 experts across 18 offices spanning Europe, Africa, Asia, Oceania and North America.

CC supports the pharmaceutical and biotechnology industry in critical and influential decision-making to realize an asset's value and maximize patient access to new, innovative therapies. With skill sets across value and market access, decision science and outcomes research as well as customized strategic consultancy, CC has extensive experience in evidence generation, regulatory affairs, health technology appraisals and access strategies.

"This is an exciting time for CC becoming part of Huntsworth Medical and forming an amazing group of 340 talented scientists in healthcare. Joining a professional, international top-ranking organization will allow CC to reach the next development milestone – faster, smarter and smoother. Obvious synergies will expand our offering in terms of content and scope of work. The excellent cultural match between both parties is a strong predictor of success for the benefit of our employees and clients," said Professor Mondher Toumi, MD, MSc, PhD, President and CEO Creative-Ceutical.

The CC leadership team will work alongside management teams in MEDI STRAVA including the medical agency ApotheCom and MEDI STRAVA Consulting to integrate across existing clients and new opportunities to provide a truly unique and valuable approach to early clinical development and life cycle planning. As part of the integration, teams will co-locate in key locations with a focus on expansion of HEOR services in North America where MEDI STRAVA has strength and depth in medical affairs and operations spanning both East and West coasts.

"The coming together of CC and MEDI STRAVA is a defining milestone as we provide clients with a fully integrated approach to creating medical value enabling successful commercialization of assets and innovations in medicine. We have admired the CC team for many years and together we provide fully aligned and complementary services across scientific strategy and communications, medical affairs, HEOR and market access with a unified strategic vision that focuses on meaningful outcomes and informed decision-making," stated Elaine Ferguson, CEO MEDI STRAVA.



Medistrava.com

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Medical Strategy, Value & Analytics

ABOUT MEDISTRAVA AND HUNTSWORTH

MEDI STRAVA (www.medistrava.com) is the medical division of Huntsworth (HNT:LSE) and includes the global medical agency ApotheCom (www.apothe.com) and specialized medical affairs consultancy group MEDI STRAVA Consulting (www.consulting-medistrava.com). The team of 230, including more than 120 PhDs or PharmDs, spans offices in the UK (London and Leeds), US (Yardley, New York, Chicago, Boston, San Francisco and San Diego) and New Zealand.

With more than 20 years of experience in medical affairs, MEDI STRAVA combines medical strategy, value and analytics across scientific communications, publications, medical education and payer communications. Driven by medical for medical, MEDI STRAVA is invested in enabling and demonstrating best possible outcomes for industry, the medical community and ultimately patients.

Huntsworth plc (HNT: LSE) (www.huntsworth.com) is an international healthcare and communications group.

The Group's principal area of focus is Health, which provides marketing and medical affairs services to healthcare clients, which are primarily large and mid-size pharmaceutical and biotech companies. It also has a smaller Communications group, which provides a wide range of communications and advisory services including strategic communications, public affairs, investor relations and consumer marketing.

ABOUT CREATIV-CEUTICAL

Creativ-Ceutical is an international consulting firm dedicated to supporting the life science industry and health authorities in strategic decision-making.

The company was founded in 2008 to provide high value Health Economics, Market Access and Pricing services that combine strong technical know-how with strategic expertise. In addition to its extensive experience working with the industry and public health authorities, Creativ-Ceutical's academic heritage allows it to successfully provide its clients with the best-in-class strategic insights and innovative approaches.

The fast-growing team of 110 Creativ-Ceutical's experts is located across 4 continents: in Europe, US, Africa and Asia. To extend its geographical coverage to other regions, the company uses its strong network of partners and experts to obtain local and technical insight.

Creativ-Ceutical's clients include large and mid-sized pharmaceutical companies, biotech and medical device firms as well as government and financial institutions, including the European Commission (EAHC) and the World Bank.

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