

West-Ward Pharmaceuticals now Hikma in the US as part of global rebranding

Eatontown, NJ, June 26, 2018 - Hikma Pharmaceuticals PLC (the Hikma Group) (LSE: HIK) (NASDAQ Dubai: HIK) (OTC: HKMPY), the multinational generic pharmaceutical company, announced today that its wholly-owned US subsidiary, West-Ward Pharmaceuticals Corp., will now operate as Hikma Pharmaceuticals USA Inc. or simply “Hikma.”

The Hikma Group acquired West-Ward Pharmaceuticals Corp. more than 20 years ago and since then it has become a leading provider of quality oral, liquid, inhalant, and injectable branded and non-branded generic medicines in the US.

The name change is part of the Hikma Group’s global rebranding effort that is bringing all its subsidiary corporate brands under a refreshed Hikma Group brand, which includes a new positioning and visual identity. The new brand emphasizes the Hikma Group’s role in improving the health of people around the world by making quality medicines and making them affordable and accessible. The unveiling marks the Hikma Group’s 40th anniversary and the beginning of a new chapter in the company’s history. Other US subsidiaries will also have similar name changes to align with the new Hikma brand.

“This is a really important turning point for our more than 2,000 US based employees,” explained Brian Hoffmann, President of the US Generics Business. “In an increasingly global world, it is important that our employees, as well as our customers and partners, can benefit from the synergies and efficiencies of Hikma operating all operations under one brand. While our US name is changing, our commitment to our state-of-the-art US manufacturing, robust R&D investments and the US market overall remains as strong as ever.”

Dan Motto, Executive Vice President, Commercial Development Strategy for the US Injectables Business added, “For our US customers and partners the transition to Hikma will be seamless with no change to our strong portfolio of products or our ongoing commitment to deliver great customer service and our dedication to patients. Beginning today, most touchpoints in the US will now bear the new Hikma logo including our building signage, our company collateral, and our website. Our updated product packaging and labelling will be rolled out over the next 12 to 18 months, with our priority being to maintain consistent supply and patient safety.”

The Hikma Group’s CEO, Siggí Olafsson added, “We believe that operating all our companies as Hikma in our markets will allow us to better serve customers, be more efficient, and to build on the trusted Hikma name. We want to draw on the strengths we have around the world and unlock the power of a single, global brand.”

The new logo is a wordmark with the name of the company in precisely drawn and spaced lettering, punctuated at the end with a full stop that conveys certainty and confidence, as well as a nod to the digital age. The coral color is



connected to the legacy red of the original Hikma Group logo but re-interpreted in a contemporary hue. The simple style and lower-case letters make the brand friendly and approachable.

The US brand launch this week coincides with the European launch, and means that the new logo and new design system are now live across mobile, social and web properties in all of the Hikma Group's markets.

For more information about our US business, please visit www.hikma.com/us

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About Hikma

Hikma helps put better health within reach every day for millions of people in more than 50 countries around the world. For 40 years, we've been creating high-quality medicines and making them accessible to the people who need them. We're a global company with a local presence across the United States (US), the Middle East and North Africa (MENA) and Europe, and we use our unique insight and expertise to transform cutting-edge science into innovative solutions that transform people's lives. We're committed to our customers, and the people they care for, and by thinking creatively and acting practically, we provide them with a broad range of branded and non-branded generic medicines. Together, our 8,500 colleagues are helping to shape a healthier world that enriches all our communities. We are a leading licensing partner in the MENA region, and through our venture capital arm, are helping bring innovative health technologies to people around the world. For more information, please visit www.hikma.com.