

For immediate release

23 July 2024



ALLIANCE PHARMA

("Alliance", "Company" or the "Group")

Senior Management and Board Update

Alliance Pharma plc (AIM: APH), the international healthcare group, announces that Jeyan Heper, Chief Operating Officer ("COO"), will leave the business on 31 August 2024.

Jeyan Heper joined Alliance as COO and Board member on 1 February 2023, helping to identify growth opportunities in international consumer healthcare markets and supporting the Board and senior executive team to develop the strategy for international markets, particularly China and the US.

In order to accelerate the globalisation of the business, to bring the consumer closer to the heart of the business and to simplify the Company's management structure, the Board has decided that the role of COO is no longer a requirement at Alliance.

Nick Sedgwick, Chief Executive Officer of Alliance, said:

"I want to thank Jeyan for his contribution to Alliance, providing stability and valuable international consumer healthcare insights as we continue on our journey to transform to a high performing consumer healthcare company, built on a portfolio of leading, trusted and proven brands. We wish him well in his future endeavours."

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About Alliance

Alliance Pharma plc (AIM: APH) is an international healthcare group. Our purpose is to improve the lives of consumers and patients through making available a range of clinically valuable healthcare products.

Our core focus is on the marketing of Consumer Healthcare brands, complemented by a smaller Prescription Medicines business. In total, we hold marketing rights to around 80 brands, with revenues generated from a mix of direct, distributor and e-commerce sales.

Headquartered in the UK, the Group employs around 290 people based in locations across Europe, North America, and the Asia Pacific region. By outsourcing our manufacturing and logistics operations, we remain asset-light and focused on maximising the value of our brands.

For more information on Alliance, please visit our website: www.alliancepharmaceuticals.com

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