

Shield Therapeutics plc
("Shield" or the "Company" or the "Group")

Shield Therapeutics Wins Gold at Titan Branding Awards for ACCRUFeR's Brand Transformation

London, UK, December 11, 2025: Shield Therapeutics plc (LSE: STX), a commercial-stage pharmaceutical company specialising in iron deficiency announces that it has been awarded Gold at the 2025 Titan Brand Awards for Best Rebranding Effort, Best Healthcare Rebranding for ACCRUFeR®.

The Titan Brand Awards represent international recognition for outstanding achievements in branding, highlighting effective brand strategies, creative thinking, and strong communication that help organisations distinguish themselves in competitive markets. This prestigious recognition elevates ACCRUFeR® into the ranks of globally respected brands, both within the pharmaceutical industry and across broader sectors, underscoring its position as a trusted name on the world stage.

Andy Hurley, CCO at Shield, commented: "We are proud to receive the "Best Rebranding Effort" award for ACCRUFeR®, recognising the team's dedication to transforming ACCRUFeR® into a highly differentiated, patient-focused brand. These efforts have enabled us to highlight the real impact of ACCRUFeR®, in the vastly prevalent ID/IDA market which is a serious condition with a significant unmet need for patients and HCPs. Our refreshed brand is contemporary, engaging, and underscores our commitment to improving lives, and has enabled ACCRUFeR® to be the #1 branded prescription oral iron in the US ID/IDA market. This is the first step in our digital marketing initiative driving growth of ACCRUFeR®."

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About Iron Deficiency and ACCRUFeR®/FeRACCRU®

Clinically low iron levels (aka iron deficiency, ID) can cause serious health problems for adults of all ages, across multiple therapeutic areas. Together, ID and ID with anemia (IDA) affect about 20 million people in the US and represent a 2.3B market opportunity. As the first and only FDA approved oral iron to treat ID/IDA, ACCRUFeR® has the potential to meet an important unmet medical need for both physicians and patients and is now the #1 branded prescription oral iron the market today (*data source - IQVIA Xponent PlanTrak).

ACCRUFeR®/FeRACCRU® (ferric maltol) is a novel, stable, non-salt-based oral therapy for adults with ID/IDA. The drug has a novel mechanism of absorption compared to other oral iron therapies and has been shown to be an efficacious and well-tolerated therapy in a range of clinical trials. More information about ACCRUFeR®/FeRACCRU®, including the product label, can be found at: www.accrufc.com and www.feracru.com.

About Shield Therapeutics plc

Shield is a commercial stage specialty pharmaceutical company that delivers ACCRUFeR®/FeRACCRU® (ferric maltol), an innovative and differentiated pharmaceutical product, to address a significant unmet need for patients suffering from iron deficiency, with or without anemia. The Company has launched ACCRUFeR® in the U.S. with an exclusive, multi-year collaboration agreement with Viatris. Outside of the U.S., the Company has licensed the rights to five specialty pharmaceutical companies. FeRACCRU® is commercialised in the UK and European Union by Norgine B.V., which also has marketing rights in Australia and New Zealand. FeRACCRU® is also commercialised in Canada by Kye Pharmaceuticals Inc. Shield also has an exclusive license agreement with Beijing Aosaikang Pharmaceutical Co., Ltd., for the development and commercialisation of ACCRUFeR®/FeRACCRU® in China, Hong Kong, Macau and Taiwan, with Korea Pharma Co., Ltd. for the Republic of Korea, and with Medleap Pharma Company Limited, a subsidiary of VITAL-NET Inc. for Japan.

ACCRUFeR®/FeRACCRU® has patent coverage until the mid-2030s.
ACCRUFeR®/FeRACCRU® are registered trademarks of Shield Therapeutics.

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