



MERZ NORTH AMERICA REVEALS REFRESH OF ITS CORPORATE WEBSITE

Merz North America, a specialty healthcare company that develops and commercializes innovative treatment solutions in aesthetics, dermatology and neurosciences, announces significant enhancements to its U.S. corporate website, MerzUSA.com.

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GREENSBORO, N.C. – BUSINESS WIRE – The U.S. corporate website of Merz North America (an affiliate of the global Merz Pharma Group) now features a clean, modern look and feel that reflects the company's reputation for innovative, high-quality medical products and premier customer partnerships. “In order for Merz North America to meet the competitive challenges of the specialty healthcare industry, we knew our web presence needed to be updated. With the refresh of our corporate site, our organization now presents one face to our key stakeholders, enhancing the quality and clarity of our communication with physicians, patients and partners. Most importantly, the redesigned site fully reflects the identity of the newly-integrated Merz North America, displaying our passion for innovation and our exciting growth trajectory,” said Bill Humphries, president & CEO of Merz North America.

One of the most significant changes to MerzUSA.com is that it now provides visitors with a single point of access for information about Merz's full product offerings, including products from the Merz Aesthetics portfolio. “The decision to integrate the Merz Aesthetics site with MerzUSA.com was a logical result of our strategic focus on skin care and movement disorders,” said Jim Hartman, Vice President and Head of US Aesthetics for Merz North America. “By consistently presenting one face to our customers and other stakeholders, we believe we will be able to enhance the way they interact with our organization in a very tangible way.” According to Greg Besase, Interim Head of US Dermatology, the refreshed site finally does justice to Merz North America's full product line: “The redesigned MerzUSA.com depicts the full range of our product offerings, including our most recent product acquisitions,” said Besase. “As a specialty healthcare company, the balance and coherence of Merz's product portfolios sets us apart, and we believe the up-to-date product lists on our website reflect that.”

In conceptualizing the design and structure of the new site, Merz worked with both internal and external stakeholders to identify aspects of its North American business that deserved particular attention. “Visitors to the redesigned MerzUSA.com will have a much stronger sense of who we are as a company and of our level of commitment to high-quality research and development. Our new site emphasizes the fact that we're truly dedicated to meeting unmet needs in aesthetics, dermatology and neurosciences,” said Bhushan Hardas, MD, Vice President & US Head of Research & Development and Head of Global Research & Development, Dermatology.

In addition, MerzUSA.com now highlights the Merz co-pay assistance programs for eligible products. "We want to continue to raise awareness of our commitment to making treatment affordable for eligible patients," said Cynthia Schwalm, Vice President, Neurosciences. "The refresh of our corporate site afforded us a perfect opportunity to draw attention to the existence of the Xeomin[®] Co-Pay Assistance Program and the co-payment programs for other products (including Naftin[®] products and Cuvposa[®]), and their potential value to qualified patients who may benefit from specific products."

One considerable advantage of the redesigned site is that it provides visitors with a more streamlined way to contact Merz North America, with clear points of contact available for individuals seeking to reach the company's North American Headquarters, its Customer Service department or its Global Headquarters in Frankfurt, Germany. "We expect that the refresh of MerzUSA.com will most directly impact physicians and patients in the therapeutic areas that our products treat," said Brian Pilcher, Vice President, Medical Affairs for Merz North America. "We especially wanted to provide healthcare providers with greater ease of navigation and a simpler way to contact us, especially when they have an immediate need. The redesign of our corporate website is just one more way that Merz is attending to the details of the customer experience."

Visitors to MerzUSA.com can also expect to find photos and profiles of the newly-formed Merz North American Leadership Team, an enhanced Careers page that includes open positions and an overview of employment benefits, information on Merz Corporate Responsibility/Compliance and links to Merz Worldwide, the global affiliates of Merz Pharma Group. For the redesign of MerzUSA.com, Merz North America worked with GA Communication Group, a Chicago-based independent communication and marketing agency focused on healthcare, digital, and consumer markets.

About Merz North America

Merz North America is a specialty healthcare company that develops and commercializes innovative treatment solutions in aesthetics, dermatology and neurosciences in the U.S. and Canada. Our ambition is to become a recognized leader in the treatment of movement disorders, and in aesthetics and dermatology. Our future is promising, and we are committed to advancing new therapeutic options and improving patients' lives. For more than 100 years, the development of Merz products has been based on our commitment to providing innovative medical approaches that earn trust of patients, physicians and partners worldwide. Globally, the companies of Merz Pharma Group are focused on medications for treating neurological and psychiatric illnesses, and they have assumed a leading role in the field of Alzheimer's disease research. Founded in 1908, Merz Pharma Group is a privately-owned company headquartered in Frankfurt, Germany.

For more information about Merz or the Company's products, please visit www.merzusa.com.

IMPORTANT SAFETY INFORMATION for XEOMIN[®], INCLUDING BOXED WARNING

WARNING: DISTANT SPREAD OF TOXIN EFFECT

Postmarketing reports indicate that the effects of XEOMIN[®] (incobotulinumtoxinA) for injection, for intramuscular use, and all botulinum toxin products may spread from the area of injection to produce symptoms consistent with botulinum toxin effects. These may include asthenia, generalized muscle weakness, diplopia, blurred vision, ptosis, dysphagia, dysphonia, dysarthria, urinary incontinence and breathing difficulties. These symptoms have been reported hours to weeks after injection. Swallowing and breathing difficulties can be life threatening and there have been reports of death. The risk of symptoms is probably greatest in children treated for spasticity but symptoms can also occur in adults treated for spasticity and other conditions, particularly in those patients who have underlying conditions that would predispose them to these symptoms. In unapproved uses, including spasticity in children and adults, and in approved indications, cases of spread of effect have been reported at doses comparable to those used to treat cervical dystonia and at lower doses.

Please see Full Prescribing Information, including Medication Guide for more information.

Your Contact:

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