



**MERZ NORTH AMERICA ANNOUNCES
THE APPOINTMENT OF GREGORY B. BASS AS
VICE PRESIDENT, MANAGED MARKETS**

GREENSBORO, N.C. – BUSINESS WIRE – Merz North America (U.S. affiliate of the global Merz Pharma Group), today announced the appointment of Gregory B. Bass as Vice President, Managed Markets. In this role, Bass will primarily be responsible for developing Merz’s North American market access and reimbursement strategy to enhance patient access to Merz prescription products. Bass will join Merz’s North America Leadership Team and will report directly to Bill Humphries, president and CEO of Merz North America.

“Greg brings broad experience in the industry across multiple specialties, including oncology, immunology, dermatology and neurology,” said Humphries. “Greg’s success in previous Sales, Marketing and Managed Market roles, along with his reputation for driving team performance and strategic results makes him an ideal fit for a growing and customer-focused company like Merz.”

Prior to joining Merz, Bass held the position of Senior Director, Managed Markets at Johnson & Johnson Healthcare Systems (A Johnson & Johnson Company). Under his leadership, that team managed and grew a \$6 billion portfolio of Immunology and Oncology products, including the most successfully launched pharmaceutical products across the industry in 2010 and 2011.

Bass has more than 17 years of experience in the pharmaceutical and biopharmaceutical industries and holds a Bachelor of Arts degree in Biology from Brandeis University in Waltham, MA. Bass will be based in Greensboro, NC at Merz’s North American headquarters.

About Merz North America

Merz North America is a specialty healthcare company that develops and commercializes innovative treatment solutions in medical and aesthetic dermatology, and neurology 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.

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