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Public information: +972-722-150-105

info@oconmed.com

PRESS RELEASE

Perrigo Launches the Ballerine™ Intrauterine Device in Israel

MODIIN & BNEI-BRAK, Israel – August 10, 2016 – Launch of the long awaited IUB™ intrauterine device has recently initiated in Israel. Considered to be the most novel intrauterine technology in over 25 years, the spherical intrauterine device will be sold through pharmacies and directly to gynecologists throughout the country by Perrigo under the trade name Ballerine™. Following receipt of Israel's Ministry of Health approval in early 2015, hundreds of women have been using the Ballerine™ with excellent results. The partnership strengthens Perrigo's footprint in the women's health market and provides OCON with a highly capable specialized partner.

The IUB™ ("Intrauterine Ball") SCu300 copper IUD product family is based on the company's proprietary spherical intrauterine platform which is intended for long term reversible female contraception, a market worth \$4.3B/yr. Its effective lifetime is 5 years though it may be removed at any time if return to fertility is desired. The premium product is intended to lessen the risks involved with current IUDs, particularly uterine perforation during insertion as well as malposition and expulsion while reducing pain, cramping and bleeding irregularities that often affect copper IUD users, issues that affect uptake.

First approved for sale in Europe in 2014, over fifteen thousand IUB™ units have been sold to date in Austria, Switzerland, Germany and Israel. Since 2012 and through 2016 OCON manages over 600 women in clinical studies that so far demonstrate an excellent efficacy and safety profile with a better overall user experience. However, it is the successful market entry mostly driven by word-to-mouth that indicates women's enthusiasm with the IUB™.

Commenting on the partnership with OCON and the product launch, Perrigo's VP General Manager Pharmaceutical Division in Israel, Mr. Shlomi Leibovich noted that "Perrigo is pleased to partner with OCON on the launch of Ballerine™. We believe that this device can benefit woman all around the world". Adding that, "With Perrigo's marketing expertise and abilities, coupled together with OCON's innovative and professional approach – we are excited to launch this product in Israel".

"We are glad to have Perrigo as a partner in our home market particularly since it is becoming an important player in the women's health market" said Mr. Ariel Weinstein, OCON's CEO. He added that "with Perrigo's capabilities I am confident the IUB™ will soon become a staple female contraceptive".

Perrigo Company plc is an American international manufacturer of private label over-the-counter pharmaceuticals. The company's shares are traded on the NYSE and the Tel Aviv Stock Exchange. Through its wholly owned subsidiaries, Perrigo engages in the manufacture and sale of consumer healthcare products, generic prescription drugs, active pharmaceutical ingredients (API), and consumer products primarily in the United States, Australia, Israel, Europe, India and Mexico.

OCON Medical was established in 2011 and is the developer of the IUB™, a proprietary intrauterine platform made of a super-elastic alloy which is an ideal carrier for multiple substances and indications. OCON's products are sold in Europe since 2014 and the company is actively developing pipeline products for additional indications and has its products sold in multiple countries.

For more information visit the company website: www.oconmed.com. # # #