

**DJ Adventis Group PLC Contract Gain**

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Adventis Group plc (ATG.L)

The Full Service Marketing and Advertising Group

Contract Gain

"Merz Pharmaceuticals appoints Adventis' healthcare specialist Roundhouse HealthAd to launch new products into the UK"

Adventis Group plc ("Adventis"), announces that its marketing, design and advertising subsidiary within the healthcare sector, Roundhouse Healthad ("Roundhouse"), acquired last May, has been appointed by German-based Merz Pharmaceuticals GmbH ("Merz Pharma"), to provide Advertising and Promotional services on the launch of two new products into the UK market next year and to promote Merz Pharma's corporate presence in the UK. A substantial contract encompasses direct to healthcare professional promotion.

Roundhouse won the contract in tender against four other agencies, with a brief to introduce Merz Pharma and its corporate credentials into the UK market, and to develop launch campaigns for two new products:

1. Xeomin (botulinum neurotoxin type A)
2. Belotero (a monophasic hyaluronic acid filler).

At the pitch, Roundhouse were required to demonstrate considerable versatility, familiarity and insight into this marketplace, and to consider a variety of communications channels to address the many different audiences targeted in both NHS and aesthetic dermatology/cosmetic settings.

Merz Pharma, which produces ethical, consumer and dental products, acquired Denflect Pharma, in June 2006, an established U.K. marketing and distribution company, as a conduit to distribute their products in the UK. This acquisition also forms part of their Europe-wide strategy for expansion.

Roundhouse has had a long association with Denflect Pharma, and provided services to Denflect in its successful launch of Denzapine for treatment-resistant schizophrenia.

Kevin McGetrick, Managing Director of Roundhouse, commented:

"Merz Pharma provided a particularly interesting and challenging brief and we are delighted to be appointed. As part of the Adventis Healthcare group, we now have greater resources to achieve market access to different audiences. Merz

have a sound, research-based heritage and offer particularly innovative products. We will ensure these values and benefits are reflected with tailored communications to the targets Merz Pharma want to reach."

Charles Phillpot, CEO of Adventis, added:

"I am delighted by this new win and the endorsement a large multinational group like Merz Pharma gives to Adventis' healthcare capabilities. The combination of our healthcare facing subsidiaries, Roundhouse and Affiniti, gives us real critical mass and expertise in this sector and I look forward to their continuing excellent development".

- ENDS -

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Notes to Editors

Adventis Group plc

[www.adventis.co.uk](http://www.adventis.co.uk)

Adventis Group plc is an AIM listed, full service marketing and advertising agency, providing services to the property, healthcare and financial services industries.

Through its ten operating companies the company provides a complete range of communication services, including corporate identity programmes, advertising campaigns, media planning & buying, literature, public relation, packaging, exhibitions, research and planning, interiors, signage and digital media.

Adventis employs over 120 staff in London and the South East.

Roundhouse Healthad

www.roundhouse-healthad.com

Roundhouse is a specialist creative healthcare communications company providing bespoke and innovative business solutions to healthcare companies. Roundhouse had been trading for over 10 years before its acquisition by Adventis in May 2006. It has 12 staff that operate from headquarters near Hertford. Roundhouse has a strong base of blue chip pharmaceutical clients which include Baxter, Boehringer Ingelheim, Merial, Organon, Pfizer AH and Schering-Plough and now Merz

The combination of Roundhouse with Adventis' existing operations in the healthcare sector through subsidiary, Affiniti (UK) Ltd, a leading media services provider to the Healthcare sector is delivering an outstanding range of skills and in depth understanding for clients and has placed Adventis within the top 10 healthcare agencies in the UK.

Merz Pharmaceuticals GmbH

www.merz.com

Merz Pharmaceuticals is the Frankfurt am Main, Germany-based subsidiary of multinational Group Merz. Merz Pharmaceuticals is an innovative pharmaceutical company specializing in the research and marketing of drugs for the treatment of neurological and psychiatric diseases. Merz is leading in the field of Alzheimer's research and developed the world's first drug for the treatment of moderate to severe stages of Alzheimer's disease. In the neurological sector, Merz also offers drugs for the treatment of Parkinson's and depression.

Another area of competence is dermatology. In this field, Merz products focus on the treatment of scars, acne, hair loss, and fungal diseases. In the area of metabolic disturbances, Merz offers therapies for liver disease and lipid metabolism disorders.

As one of the leading German pharmaceutical companies with its own fundamental research and development, Merz contributes to the prevention and cure of disease by concentrating on the development of innovative drugs.

Merz Pharmaceuticals GmbH, Frankfurt am Main, announced on 9 June 2006 the purchase of Denfleet Pharma Ltd., a UK based, privately owned pharmaceutical company. Merz intends to utilise Denfleet's expertise and strong hospital presence, particularly in the CNS area, to create a launch pad for future activities in the UK. This acquisition forms part of a Europe wide strategy for expansion.

Denfleet Fact File

Founded in 1994

Concentrates on the licensing, marketing and distribution of speciality pharmaceutical products in the areas of neurology and psychiatry.

Denfleet's main product, Denzapine (clozapine) is an atypical antipsychotic agent used in the treatment of schizophrenia and is particularly useful in patients who are resistant to other therapies.

To maximise patient safety, Denfleet Pharma set up the Denfleet Clozapine Monitoring Service (DCMS), a web based monitoring service, to ensure that all patients are effectively monitored. Before treatment with Denzapine can be initiated, patients must be enrolled with the DCMS and have regular blood samples throughout.

Employs 26 staff

Turnover in fiscal year 2005/6 was GBP5.2million (Eur 8.1 million)

Based in London and Elstree, Hertfordshire

This information is provided by RNS  
The company news service from the London Stock Exchange

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