

## IMMURON TO INCREASE ITS TRAVELAN REVENUE BY ADOPTING A DIRECT-TO-WHOLESALERS SALES MODEL

- *Immuron and Takeda terminate license and distribution license*
- *Immuron to substantially increase its revenue and gross margins by direct sales*

**Tuesday 4 June 2013, Melbourne, Australia:** Australian biopharmaceutical company Immuron Limited (ASX: IMC) today announced that it has reached an agreement with Takeda Pharmaceuticals Australia Pty Ltd (previously known as Nycomed) to terminate the license agreement relating to the sale of Travelan in Australia. Immuron will now be able to generate greater revenues and command a higher gross margin from the sale of its flagship product Travelan, through a direct-to-wholesalers sales model.

Immuron and Takeda entered into a license agreement in April 2010. Since then, Takeda has promoted and marketed Travelan through a number of campaigns and has seen the growth of Travelan sales. These sales, and the consumer awareness generated by Takeda, provide Immuron with an excellent platform for the continued growth of Travelan in the market place.

Under the Agreement, Immuron regains the exclusive right to sell Travelan in Australia and New Zealand, with Takeda having the right until 30 June 2013 to sell its inventory whilst also retaining from Takeda all of the existing marketing and promotional materials currently being used, allowing for a seamless transition. Immuron paid Takeda an undisclosed transition payment.

Takeda and Immuron are cooperating to ensure that Immuron will complete the transition to the direct-to-wholesalers model structure by 30 June 2013. Immuron will also be assisted throughout this transition by an experienced external logistics company.

"Immuron thanks Takeda for a productive and cooperative relationship over the past three years. This arrangement yielded Immuron a gross margin on sales to Takeda which then on-sold the product to wholesalers. Whilst Immuron has been able to increase its gross margin over the last two years by reducing its production and manufacturing costs, the adoption of a direct-to-wholesalers channel should represent a greater increase in the company's gross margins." said Immuron's interim Chief Executive Officer Mr Amos Meltzer. "This is the first of a set of measures that are intended to improve the company's financial position." Mr Meltzer added.

### Contact

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### About Immuron Limited

Immuron is a biopharmaceutical company focused on oral immunotherapy treatments using dairy-derived antibody products for humans. Immuron is uniquely positioned with a versatile technology platform capable of generating a wide range of products with a high safety profile. This high safety profile makes it possible to complete pre-clinical studies relatively quickly and increases the prospect that the clinical development of Immuron's products will be expedited. Immuron's current products and product candidates target infectious diseases of the gastrointestinal tract, chronic diseases such as fatty liver/NASH, and infectious diseases such as *Clostridium difficile*. Immuron's main scientific alliances are with the Hadassah Medical Center (Israel), the University of Melbourne and Monash University (Australia).