



IMMURON SIGNS AGREEMENT TO SELL TRAVELAN® IN SOUTH KOREA

- *Agreement signed with specialist South Korean distributor, DB Pharm Korea*
- *Preparation for South Korean regulatory submission underway*

21 May 2014, Melbourne, Australia: Australian biopharmaceutical company Immuron Limited (ASX: IMC), manufacturer of Travelan®, has entered into an agreement with DB Pharm Korea Co., Ltd for the sale of Travelan® in South Korea.

Under the agreement DB Pharm Korea is granted exclusive rights to market, distribute, and sell Travelan® in South Korea. The agreement requires DB Pharm Korea to comply with specified annual minimum order obligations.

DB Pharm Korea is also required to attain regulatory approval from the Korean Food and Drug Administration (KFDA) for the sale of Travelan® as an over-the-counter drug in South Korea. An application to the KFDA is currently being prepared and approval is expected within approximately 12 months.

DB Pharm intends to market Travelan® nationwide through pharmacies, targeting both overseas travellers, especially to south-east Asian countries including China, and local patients suffering from diarrhoea particularly during the Korean summer season.

Travelan® is clinically-proven to prevent the main cause of travellers' diarrhoea, with 90% efficacy. According to the World Tourism Organization, diarrheal illness is by far the most common health impairment associated with international tourism in terms of frequency and economic impact. Fifty million people travel each year from developed countries to developing countries, and 20% to 50% of these travellers report being affected by this distressing condition during the first two weeks of their stay. South Korea's major trading partners include China, Vietnam, Indonesia, India and Thailand, in all of which travellers' diarrhoea is a high risk.

DB Pharm is a product-driven company with expertise in therapeutics and hospital market. It has a network of sub-distributors throughout South Korea. DB Pharm's growth strategy includes the in-licensing of market-ready products such as Travelan®. DB Pharm has other in-licensing partners such as Australia's Hospira, a world leading provider of specialty pharmaceutical delivery company.

DB Pharm's Managing Director, Mr H K Lee said: "Korea's economy is mature and sophisticated and we believe there is a need in the market place for the travel insurance that Travelan® offers, especially in view of the many trading partners to our south where travellers' diarrhoea needs to be addressed. We believe that our strategy of first approaching travel doctors and pharmacies is the appropriate targeted strategy which best leverages our infrastructure and networks."

Immuron's Chief Executive Officer, Mr Amos Meltzer added: "As we continue to expand the global Travelan® franchise, we look forward to a mutually beneficial working relationship with DB Pharm. DB Pharm has a proven record of successfully working with its partners over a long period of time which is reassuring to us."

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About Immuron

Immuron is a biopharmaceutical company focused on oral immunotherapy treatments using dairy-derived antibody products for humans. Immuron's technology platform products all have a very high safety profile. The company's current products and product candidates address infectious diseases of the gastrointestinal tract as well as chronic diseases. Immuron has an on-market product, Travelan®, for preventing travellers' diarrhoea. Immuron also has a phase 2 clinical product candidate for the treatment of inflamed fatty liver disease, known as Non-Alcoholic Steatohepatitis or NASH. Immuron's main scientific alliances are with Hadassah Medical Center (Israel) and Monash University (Australia).

DB Pharm Korea

DB Pharm is a product-driven company with diversified expertise and sound experience in therapeutics and hospital market. It develops and markets unique pharmaceutical products and services that improve the quality of life. It partners with multi-national companies to make products available in South Korea. Its growth strategy is to continuously add selected new products to its portfolio in order to advance patient care and enhance company value.