

Exceed your expectations with Licaps® Fusion Technology

Deliver the high protection and fast release your patients and consumers expect

► **Licaps® Fusion Technology offers many unique and innovative marketing opportunities**

- Licaps capsules deliver fast-acting efficacy—a key consumer and patient expectation¹
- Vegetable-based capsule option
 - Protects moisture sensitive pharmaceutical actives
 - Matches the cultural preferences of important consumer/patient groups

Innovative Licaps® design provides single or multi-phase dosage form options

► **Licaps® capsule-in-capsule and pellets-in-capsule formulations enable high-performance products with a variety of release profiles**

- Multi-phase formulation options keep incompatible actives separated
- Single-dose formulation of two products or fixed dose combination which can lead to increased patient compliance
- Modified drug release profiles can be achieved through use of multi-phase formulations
- Licaps single and multi-phase formulation options create unique and clearly differentiated products.



Licaps®



Pellets in Licaps®



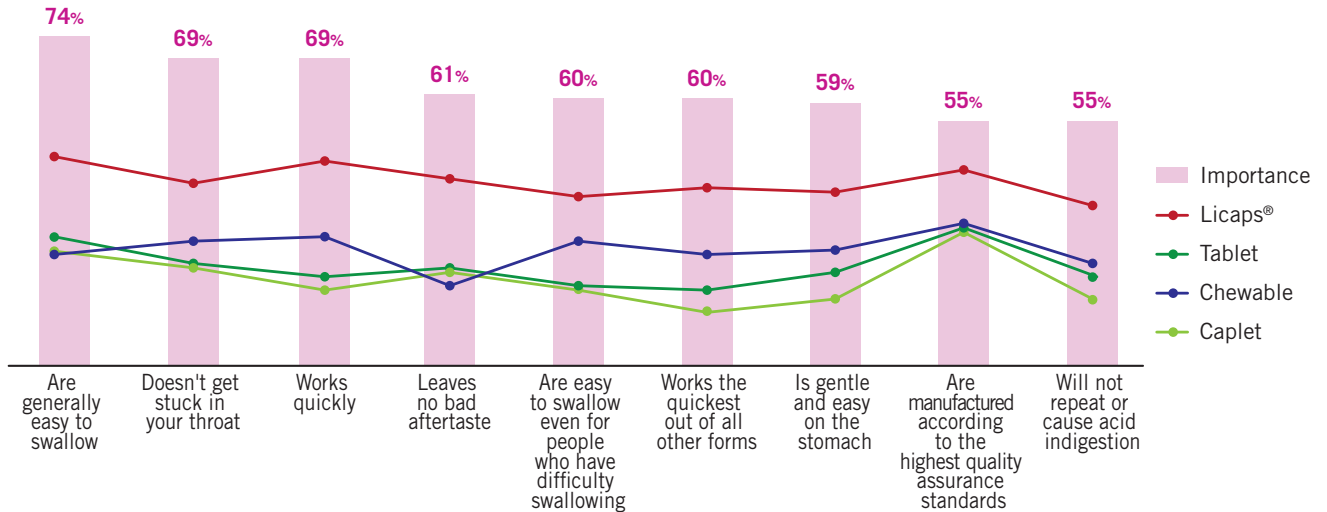
Cap-in-cap

(1) Capsugel study: innovation in delivery system in OTC. Consumer market research conducted in Italy, France, and the UK (n=1200 each country). LH2, October 2009.

Licaps® unique look forms a favorable and lasting impression among consumers

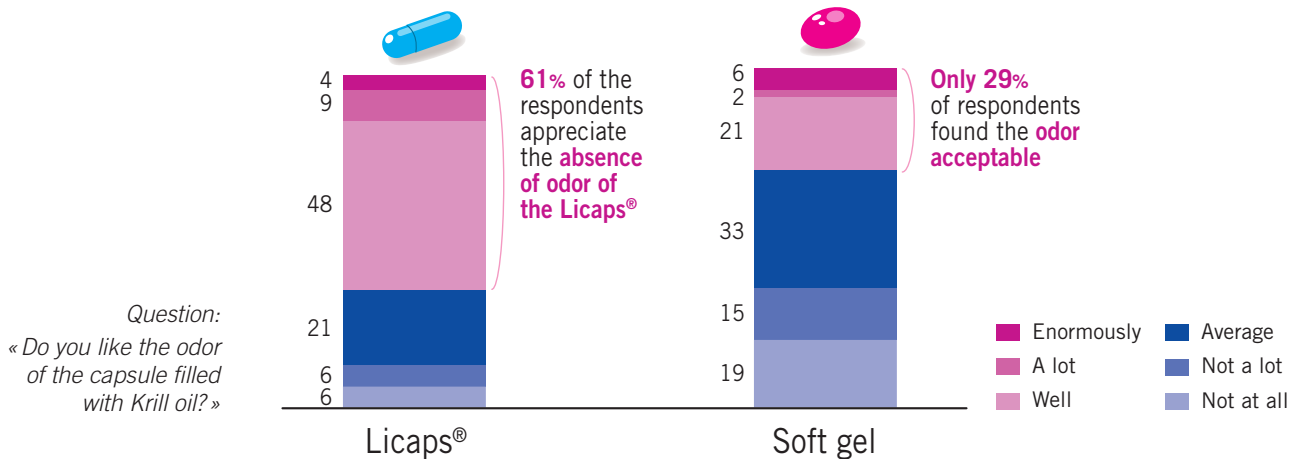
Market research demonstrates strong consumer preference for Licaps® capsules²

Licaps® versus Tablet, Chewable and Caplet



Licaps® provides superior odor masking³

Licaps® odor protection confirmed by consumer panel



Licaps® capsules generate a stronger purchase intent than traditional dosage forms¹

(2) Dosage form attitude and usage study in the US, guidelines, NY, 2009 published in study of consumer preferences: solid oral dosage forms, Capsugel 2010
 (3) Capsugel study: krill Licaps® and krill softgel comparison study by ED Institut in France