

Vétoquinol



Signe de Passion

VÉTOQUINOL CONTINUES TO LAUNCH REFERENCE PRODUCTS

Lure (France), December 16, 2013 – In line with its strategy of developing products targeting fast-growing markets, the Vétoquinol Group expands its Flexadin® range world-wide and launches Zylkène® in the United States.

FLEXADIN PLUS AND FLEXADIN ADVANCED IN EUROPE AND NORTH AMERICA

For the first time in the Group's history, Vétoquinol has put in place a simultaneous launch in Europe and North America.

Two new products, Flexadin Plus and Flexadin Advanced, have been added to the Flexadin® range of products designed to support joint health in dogs and cats.

The new products have two innovative features: an improved formula and a soft chew presentation.

Soft chews: a new formulation welcomed by vets and pet owners alike

The "soft chew" tablets come in different shapes and sizes and are extremely palatable for pets. They are very easy to administer because they look more like treats than tablets.



Improved formulas incorporating the latest innovations

The "soft chew" formulas contain omega-3 fatty acids and vitamin E, which are widely recognized for their anti-inflammatory properties in the treatment of osteoarthritis.

Flexadin Advanced is a new formula based on chicken collagen, a new-generation ingredient with proven efficacy in the reduction of pain caused by osteo-arthritis.

For immediate release - December 16, 2013

US LAUNCH OF ZYLKÈNE®

Already a leading product in France and the UK

Zylkène® is an innovative, patented product designed to help dogs and cats cope with unfamiliar situations (house moves, firework displays, storms, vet visits etc.) that can be disturbing for them.

A survey of vets carried out in 2013 showed that Zylkène® is the product most often prescribed by vets in France and the UK for dogs faced with unfamiliar situations (source: Biosat).

The world market in treatment for unfamiliar situations is one of the fastest growing markets since 5 years.



A buoyant North American market

Zylkène® is now marketed in Europe, Canada and the US. The prospects for growth in the world's largest animal health market are promising. *"These reference product launches are in line with our strategy which consists in expanding our footprint in strategic markets"*, Vétoquinol Group CEO Matthieu Frechin explained. *"They confirm our ability to market our innovative products on high-growth markets across the globe"*.

About Vétoquinol

Vétoquinol is a leading global player in the animal health sector serving both the livestock (cattle and pigs) and pet (dogs and cats) markets.

An independent pure player, Vétoquinol designs, develops and sells veterinary drugs and non-medicinal products in Europe, the Americas and the Asia Pacific region.

Since its foundation in 1933, Vétoquinol has pursued a strategy combining innovation with geographical diversification. The Group's hybrid growth is driven by the reinforcement of its product portfolio coupled with acquisitions in high potential growth markets. Vétoquinol employs over 1,800 people.

Vétoquinol has been listed on NYSE Euronext Paris since 2006 (symbol: VETO).

For more information: www.vetoquinol.com.

OUR BUSINESS: ANIMALS. OUR ADVANTAGE: PEOPLE.

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