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**Novartis signs an exclusive agreement for the promotion of Ultibro® Breezhaler® and Seebri® Breezhaler® in the United Kingdom**

* *Pfizer Ltd to be responsible for promotion and marketing of two important medicines for Chronic Obstructive Pulmonary Disease (COPD) in the UK*
* *Novartis remains responsible for all other matters including manufacturing, sales, distribution and regulatory/medical commitments*
* *Other Novartis respiratory medicines unaffected by agreement*

**Frimley, September 4, 2014** **–** Novartis Pharmaceuticals UK Ltd signed an exclusive promotional agreement with Pfizer Ltd for Ultibro® Breezhaler® (indacaterol / glycopyrronium bromide) and Seebri® Breezhaler® (glycopyrronium bromide) in the United Kingdom.

As part of the agreement, Pfizer Ltd will assume sole responsibility for marketing and promotional activities relating to Ultibro Breezhaler and Seebri Breezhaler in the United Kingdom. Novartis Pharmaceuticals UK Ltd will remain the registered licence holder with the MHRA and will continue to be responsible for the manufacture, sales and distribution of both medicines, in addition to regulatory, pharmacovigilance and medical information commitments.

“We strive to do the best for patients and the medical community,” said Fred Guerard, General Manager of Novartis Pharmaceuticals UK Ltd. “We are confident that together with the resources and expertise of Pfizer in the UK we will help maximise access and availability of these important medicines for COPD patients. This agreement will allow Novartis to focus its resources on equally important disease areas with high patient need such as oncology, wet age-related macular degeneration, multiple sclerosis and severe asthma, and on our pipeline products in areas such as heart failure and psoriasis.”

In all other countries where these two medicines are licensed and available, Novartis maintains responsibility for promotional activities. Novartis is committed to addressing the unmet medical needs of COPD patients and improving their quality of life by providing innovative medicines and devices to help with the right treatment for the right patient at the right time.

**About Novartis**

Novartis provides innovative healthcare solutions that address the evolving needs of patients and societies. Headquartered in Basel, Switzerland, Novartis offers a diversified portfolio to best meet these needs: innovative medicines, eye care, cost-saving generic pharmaceuticals, preventive vaccines, over-the-counter and animal health products. Novartis is the only global company with leading positions in these areas. In 2013, the Group achieved net sales of USD 57.9 billion, while R&D throughout the Group amounted to approximately USD 9.9 billion (USD 9.6 billion excluding impairment and amortization charges). Novartis Group companies employ approximately 135,000 full-time-equivalent associates and sell products in more than 150 countries around the world. For more information, please visit [http://www.novartis.co](http://www.novartis.com).uk.

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