



Company Announcement

CLINUVEL

CLINUVEL unveils new global positioning

Identity reflects the CLINUVEL Group's values and focus on expansion

Melbourne, Australia 20 February 2018

CLINUVEL PHARMACEUTICALS LTD (**ASX: CUV; XETRA-DAX: UR9; NASDAQ INTERNATIONAL DESIGNATION ADR: CLVLY**) today released its new global Company positioning including the unveiling of a new Group identity and website. The global identity reflects both the Group's values and evolution as it focusses its research and development on complimentary product lines with a theme on "the interaction of human skin with its environments", aiming to deliver innovative pharmaceutical solutions for complex problems.

CLINUVEL has also published, for the first time, its *value system*, known as the CLINUVEL Group Values; these are a formal reflection of how the Group seeks to operate, summarised under five main core headings: People and Environment; Approach; Respect and Appreciation; Knowledge Building and Sharing; and Technology.

"In a challenging business climate and changing landscape of our sector, we experience how pharmaceutical companies are making daily headlines for the wrong reasons. We strongly believe that CLINUVEL needs to differentiate itself by a value system guiding our conduct and setting a standard for decision makers and users of our products to fully understand our rationale and modus operandi," CLINUVEL's Chief Executive Officer, Dr Philippe Wolgen said.

"We have established ourselves as the leaders and experts in an emerging field of photomedicine and now seek to expand our research delivering lifelong care and novel products for patients and users. Our first product SCENESSE® offers an innovative solution to EPP patients in a specialised setting, and now we are close to launching the first of our complimentary Skin & Body Care products to strengthen our offering," Dr Wolgen said.

The public repositioning comes in parallel with the expansion of the CLINUVEL Group and reinforces CLINUVEL's commitment to developing and delivering treatments for patients with a range of severe genetic and skin disorders. The Company has relaunched its website, www.clinuvel.com as part of the global branding.

"This reflects an exciting new chapter for the Group," CLINUVEL's Chair, Mr Stan McLiesh said. "CLINUVEL needs to grow by using its strength of specialised knowledge and intellectual property. Over many years our teams have established and set a standard in the way we operate, and I'm delighted that this is now reflected publicly through our corporate position. CLINUVEL's value system is the foundation for us to succeed in pharmaceuticals and broader user markets."

CLINUVEL's proud, long Australian heritage and expertise in providing protection in extreme conditions are also reflected in the evolved corporate identity, which also features **Diana, goddess of the hunt**, she represents precision, tenacity, compassion, and as the guardian of the moon protects the wellbeing of children.

'*Per diligentiam sinceritatemque progredimur et populum servimus,*' is indicated as the following, 'Through diligence and integrity we advance and serve the people.'

- End -



CLINUVEL

Per diligentiam sinceritatemque progredimur et populum servimus

The CLINUVEL Values system

The CLINUVEL Group pledges to adhere to principal values, which reflect how we operate and expand our business.

PEOPLE AND ENVIRONMENT

We work for patients, physicians, consumers and our stakeholders. We are selective and invest time in the talent we employ. We aspire to create an environment where professionals are able to develop and grow. We aim to present skilled talent with early opportunities, responsibilities and accountability as part of training the next generation. We strive to build international teams and operate on the basis of gender and ethnic equality. We wish to set an example of excellence in our industry.

APPROACH

We aim to be innovative in our approach and find solutions for unique, complex and previously neglected healthcare problems. We are determined to remain leaders in our field of expertise, and be creative and diligent in all our endeavours. We admit errors, recognise our shortfalls, evaluate, analyse and learn to implement new findings. In improving ourselves we strive to enhance the lives and quality of life of those we serve. We are vigilant not to become complacent and recognise that success can only come from the identification and mastering of obstacles. Our staff is optimistic and focused.

RESPECT AND APPRECIATION

We are conscious of the privilege to be productive during our professional lives. We appreciate the significance of being able to function in good health and we value this gift every day. We aim to be sincere in our approach and represent data and facts. We act respectfully and do not harm others. We value our colleagues and co-workers and cherish diversity, equality, respect and harmony. We are passionate towards our objectives and share empathy and compassion for all those we work to serve.

KNOWLEDGE BUILDING AND SHARING

We are experts in optical physics, the interaction of light and human biology, and proficient in our understanding of rare disorders and skin care. We advance our ideas and concepts and translate them into effective and practical solutions. We aim to grow our knowhow continuously and establish a learned community. Collaboratively we seek to excel in a multifaceted field to arrive at scientific breakthroughs.

TECHNOLOGY

We create, develop, and advance products which are driven by medical need, consumer demand or lack of available solutions. Our technologies aim to add value beyond existing offerings. We acknowledge that new technologies require regulatory environments to be primed and markets to be prepared for achieving widespread acceptance and adoption.

About CLINUVEL PHARMACEUTICALS LIMITED

CLINUVEL PHARMACEUTICALS LTD (ASX: CUV; NASDAQ INTERNATIONAL DESIGNATION ADR: CLVLY; XETRA-DAX: UR9) is a global biopharmaceutical company focused on developing and delivering treatments for patients with a range of severe genetic and skin disorders. As pioneers in understanding the interaction of light and human biology, CLINUVEL's research and development has led to innovative treatments for patient populations with a clinical need for photoprotection and repigmentation. These patient groups range in size from 5,000 to 45 million worldwide. CLINUVEL's lead compound, SCENESSE® (afamelanotide 16mg), was approved by the European Commission in 2014 for the prevention of phototoxicity (anaphylactoid reactions and burns) in adult patients with erythropoietic protoporphyria (EPP). More information on EPP can be found at <http://www.epp.care>. Headquartered in Melbourne, Australia, CLINUVEL has operations in Europe, Switzerland, the US and Singapore. For more information go to <http://www.clinuvel.com>.

SCENESSE® is a registered trademark of CLINUVEL PHARMACEUTICALS LTD.

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Forward-Looking Statements

This release contains forward-looking statements, which reflect the current beliefs and expectations of CLINUVEL's management. Statements may involve a number of known and unknown risks that could cause our future results, performance or achievements to differ significantly from those expressed or implied by such forward-looking statements. Important factors that could cause or contribute to such differences include risks relating to: our ability to develop and commercialise pharmaceutical products, including our ability to develop, manufacture, market and sell biopharmaceutical products; competition for our products, especially SCENESSE® (afamelanotide 16mg); our ability to achieve expected safety and efficacy results through our innovative R&D efforts; the effectiveness of our patents and other protections for innovative products, particularly in view of national and regional variations in patent laws; our potential exposure to product liability claims to the extent not covered by insurance; increased government scrutiny in either Australia, the U.S., Europe and Japan of our agreements with third parties and suppliers; our exposure to currency fluctuations and restrictions as well as credit risks; the effects of reforms in healthcare regulation and pharmaceutical pricing and reimbursement; any failures to comply with any government payment system (i.e. Medicare) reporting and payment obligations; uncertainties surrounding the legislative and regulatory pathways for the registration and approval of biotechnology based products; decisions by regulatory authorities regarding approval of our products as well as their decisions regarding label claims; any failure to retain or attract key personnel and managerial talent; the impact of broader change within the pharmaceutical industry and related industries; potential changes to tax liabilities or legislation; environmental risks; and other factors that have been discussed in our 2017 Annual Report. Forward-looking statements speak only as of the date on which they are made and the Company undertakes no obligation, outside of those required under applicable laws or relevant listing rules of the Australian Securities Exchange, to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise. More information on the forecasts and estimates is available on request. Past performance is not an indicator of future performance.

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