

Ipsen signs exclusive marketing agreement to produce and distribute Braintree's BLI-800 for colonic cleansing

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Ipsen (Euronext: FR0010259150; IPN), an innovation-driven global specialty pharmaceutical Group and Braintree Laboratories, Inc., a US-based company specializing in the development, manufacturing and marketing of specialty pharmaceuticals, announced today the signature of an agreement for the exclusive manufacturing, marketing and distribution rights of Braintree's proprietary formulation BLI-800 in colonic cleansing before colonoscopy, the best diagnostic procedure for [colorectal cancer](#) screening.

Subject to obtaining its relevant marketing approvals, BLI-800 will allow colonic cleansing with reduced volumes of liquid ingested compared to some existing drugs, including Ipsen's currently marketed Fortrans[®]. The agreement covers countries within the European Union, Commonwealth of Independent States, selected Asian countries (including China) and some North African countries.

In the context of this agreement, Braintree will receive payments upon achievement of certain milestones such as product launches and commercial thresholds. Additionally, Braintree will receive royalties on Ipsen's sales.

Stéphane Thiroloix, Executive Vice-President, Corporate Development, Ipsen Group said *"Ipsen's business model is based on the complementarity of a strategic focus on targeted disease areas ([oncology](#), [endocrinology](#), [neurology](#), [haematology](#)) and an optimization of our primary care products portfolio in selected territories. The agreement with Braintree over BLI-800 will further contribute to the implementation of our Primary Care strategy by complementing Ipsen's well established gastro-enterology portfolio. Once approved, BLI-800 will provide physicians and patients with a valuable agent for pre-colonoscopy colonic cleansing, particularly in the screening of [colorectal cancer](#)."*

Harry P. Keegan III, CEO of Braintree Laboratories, Inc. added: *"This agreement represents a major step in Braintree's pursuit of the globalization of our portfolio. We are very confident in the far-reaching and accomplished development, marketing and distribution networks that Ipsen has established across the territories involved in this agreement."*