

PRESS RELEASE

Heel to Focus on Core Markets

Baden-Baden, Germany, May 23, 2014 – Heel Group today announced the cessation of its business activities in the United States and Canada on August 31, 2014.

In the USA and Canada, manufacturers of OTC homeopathic medicinal products have been confronted with accusations through class action lawsuits. Heel Inc., the Heel Group's U.S.-based subsidiary, was also faced with two such attempts recently. Both cases have been settled without conceding the allegations. The financial burden on Heel Inc., however, was substantial.

In a subsequent risk-benefit analysis of its global activities, the Heel Group decided to focus on strengthening its excellent position in South America, Central Europe and Eastern Europe and to withdraw from business activities in the USA and Canada for the time being.

Heel's operations in both the USA and Canada will accordingly be discontinued as of August 31, 2014.

In the USA, negotiations with MediNatura Inc., a Delaware Corporation, are close to completion by which the Heel Group will transfer its stock in Heel Inc., to MediNatura by the end of August 2014. The transaction does, however, not include any of Heel's trusted and leading global brands such as Traumeel, Neurexan, Zeel, Oculoheel, Luffeel, Sinusin, Vinceel, Nectadyn, Adrisin, Gripp-Heel, Viburcol, Vertigoheel, Spascupreel, Engystol, and Lymphomyosot*. Completion of the acquisition is subject to standard closing procedures.

As a trailblazer and leader in the field of scientific research into natural healthcare and a leading manufacturer of homeopathic medicines, the Heel Group will continue to invest in research and development on a global scale, also involving the medical-scientific community in North America.

Ralph Schmidt, CEO of the Heel Group: "As a global player, we are continuously reviewing our portfolio. This means that we are sometimes required to focus on specific regions at the expense of others in order to efficiently carry out our ambitious expansion plans. I would not exclude the possibility of re-entering the markets in the USA and Canada with a new business concept."

About Heel – Heel is a pharmaceutical company that develops, manufactures and distributes medicines based on primarily natural substances. As the global leader in homeopathic combination preparations, the company is also a trailblazer in the field of scientific research in natural healthcare. In cooperation with academic institutions, Heel actively fosters the concept of integrative medicine and is building the bridge between homeopathy and conventional medicine to improve patient care and health. Headquartered in Baden-Baden, Germany, Heel Group employs 1,400 people. The Group achieved an annual turnover of 207 million euros in 2013 – 65 percent of it outside of Germany. Heel medicines are available through subsidiaries and distribution partners in some 50 countries around the world. Find out more on www.heel.com

Contact:

Biologische Heilmittel Heel GmbH

Global Communication

Phone: +49 7221 501-276

Email: presse@heel.com

*Traumeel, Neurexan, Zeel, Oculoheel, Luffeel, Sinusin, Vinceel, Nectadyn, Adrisin, Gripp-Heel, Viburcol, Vertigoheel, Spascupreel, Engystol, Lymphomyosot, and Heel are registered trademarks of Biologische Heilmittel Heel GmbH.