PRESS RELEASE

ANNOUNCEMENT TO THE SHAREHOLDERS

Consolidated Results for Financial Year 2010 (unaudited)

Vemedia Pharma performs strongly in 2010 and invests in its brands

REBITDA amounts to € 11.6 million

Kortrijk (Belgium), 16 February 2010

In 2010 Vemedia Pharma's consolidated turnover amounts to € 54.9 million. Compared to prior year this is an increase by 9.7%, which to a large extent can be attributed to internal growth, since the acquisitions during the last months of last year hardly contribute to the net sales value.

In September Vemedia acquired Sleepzz, a well-established Dutch brand of calming and sleeping aids. This was followed by the take-over Podosan, a footcare product range in Spain.

On a comparable basis, excluding the effect of these acquisitions, the turnover growth is 8.5%.

The REBITDA (calculated as the EBITDA[1] before corporate costs and non-recurring result) amounts to € 11.6 million, which is 11,7% higher than last year.

The EBITDA amounts to € 10.0 million (€ 9.1 million in 2009) and the EBIT is approximately € 4.0 million. The financial year ended with a net profit of € 248,000.

The higher EBITDA compared to prior financial year has been caused by excellent results in the Netherlands. Besides, a strong growth has been recorded in Spain and Portugal.

Yvan Vindevogel, CEO of Vemedia: *"After a difficult start, turnover normalised in the second quarter of 2010. The third and fourth quarters were excellent. Vemedia has some strong brands in its portfolio like Dagravit, ABC Chemicals, Osteoplus, Valdispert and Sleepzz. To support these brands even better, the budget for Advertising & Promotion was increased in 2010 by some 30% compared to prior year. Such an anti-cyclical investment may look audacious, but is in line with our strategy that is focused on brands. For further growth Vemedia explores some export possibilities and geographical expansion. Moreover, Vemedia is still actively looking for interesting acquisition opportunities. Considering the important de-leveraging in 2011, there will again be more room for external growth."*

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[1] EBITDA = Earnings Before Interest, Taxes, Depreciation and Amortization

2010 Key Figures (IFRS – unaudited)

INCOME STATEMENT (€ 000's)	2010	2009	Variance
Net revenue	**54,895**	**50,051**	**+9.7%**
Gross margin	36,078	32,257	+11.9%
As % of net revenue	*65.7%*	*64.4%*	
Operating Costs	-24.502	-21,891	+11.9%
REBITDA (before corporate costs and non-recurring result)	**11,576**	**10,366**	**+11.7%**
As % of net revenue	*21.1%*	*20.7%*	
Corporate Costs	-1,558	-1,834	-15.1%
EBITDA before non-recurring result	10,018	8,532	+17.4%
As % of net revenue	18.3%	17.1%	
Non-recurring result	-	545	-100.0%
EBITDA	**10,018**	**9,077**	**+10.4%**
As % of net revenue	*18.3%*	*18.1%*	
Write-offs and depreciations	-6,027	-6,888	-12.5%
EBIT	**3,991**	**2,189**	**+82.3%**
Financial result	-2,963	-3,172	-6.6%
Profit before tax	1,028	-983	+204.6%
Taxes	-780	-307	+154.1%
Net profit (loss) for the financial year	248	-1,290	+119.2%

BALANCE SHEET (€ 000's)	31/12/2010	31/12/2009
Intangible assets	46,348	47,486
Property, plant and equipment	3,446	4,085
Deferred tax assets	52	85
Other fixed assets	41	103
Working capital	12,278	12,169
Shareholders' equity	25,589	25,177
Provisions	1,244	1,304
Financial Instruments	593	1,066
Deferred tax liabilities	4,453	4,716
Net financial debt	30,287	31,666

Notes to the consolidated financial figures

Income statement

Consolidated revenue over 2010 is € 54.9 million. The increase is mainly due to the excellent results in the Netherlands and to the strong growth in Spain and Portugal following the introduction of new products. Also new distribution contracts won in the Netherlands, Belgium and Spain have contributed to the growth.

The gross margin amounts to 65.7% of net revenue. The improvement is due to less aggressive promotions and to the product mix.

As a consequence, the REBITDA rose to € 11.6 million.

Depreciations and amortizations amount to € 6.0 mio in total, including an impairment adjustment of € 0.5 mio.

The financial result is € -3.0 million.

The net profit is € 248,000 or € 0.007 per share. The authorized capital at 31 December 2010 is represented by 36,089,950 shares.

Balance sheet information

Net financial debt decreased from € 31.7 million in 2009 to € 30.3 million in 2010. Besides the scheduled reimbursements, additional debt was contracted for the acquisition of Sleepzz and Podosan.

In 2011 vendor loans will be reimbursed, resulting again in an important de-leveraging.

Overview by Division

OTC Netherlands (Vemedia BV)

Vemedia BV, the Dutch sales and marketing organization, experienced a turnover growth of almost 16%. Brands like Dagravit (# 3 on the Dutch vitamins market) and Roxasect (the largest insecticide brand in the Netherlands) booked highest ever sales. Vemedia BV also won some new distribution contracts. For 2011 further growth is expected since the acquisition of Sleepzz and the new distribution contracts will contribute to sales on a full year basis.

Production Netherlands (Vemedia Manufacturing BV)

The production division also performed better than last year and the platform was set for further growth of the operations. A higher volume of company-owned products were produced in-house, but turnover to third parties also increased.

Belgium (ABC Chemicals NV and Methapharma NV)

In Belgium, the ABC Chemicals division that sells raw materials to pharmacists, remains very strong. The sales of Methapharma, active in promoting food supplements to pharmacists and doctors, dropped because of the fierce competition suffered by the main brand Osteoplus. There will be an appropriate reaction from Methapharma.

Italy, Portugal and Spain

Valdispert remains market leader in Italy. The launch of new products and Valdispert line extensions, resulted in a turnover growth of 34% in Spain and 35% in Portugal.

Dividend

In view of the commitments made in relation to the acquisition of Valdispert, it is not possible to issue a dividend for the financial year 2010.

Unaudited figures

Vemedia Pharma NV's statutory auditor didn't yet complete his audit procedures on the consolidated balance sheet and income statement as at 31 December 2009 included in the press release.

Post closing events

None

Outlook[2]

Management is projecting further growth in revenues due to the introduction of innovative products and line extensions in various countries, such as the Netherlands, Belgium, Spain, Portugal and Italy. Also export and geographical growth will contribute to the growth.

Creating shareholder value continues to be a priority for Vemedia Pharma. In addition to organic and geographical growth, Vemedia examines some acquisition opportunities that would perfectly fit into the group's strategy with a positive contribution.

Vemedia Pharma is considering the start-up of the Vemedia Innovation Centre for research and development of prescription-free medicines.

About Vemedia Pharma

The Vemedia Pharma Group, including operating companies in Diemen (the Netherlands), Woutersbrakel (Belgium), Barcelona (Spain), Lissabon (Portugal) and Turin (Italy), is a leading and innovative player in OTC (prescription-free medicines), self-care and in-pharmacy-compounding. The group is active in various European countries and also exports its products beyond Europe.

For additional information about the Vemedia Pharma Group see www.vemediapharma.com.

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[2] Disclaimer: This press release contains forward looking statements that are based on current internal forecasts prepared by management and expected market trends. These forward looking statements contain inherent risks and are only valid on the date on which they are issued. Actual results may significantly differ from those specified in the forward looking statements.