



Altamira Therapeutics Announces Extension of Bentrio Distribution Agreement with Pharma Nordic to Include Sweden and Denmark

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Hamilton, Bermuda, Aug. 23, 2024 (GLOBE NEWSWIRE) --

- Successful launch of Bentrio by Pharma Nordic AS in Norway in 2024
- Exclusive distribution agreement extended to also include Sweden and Denmark

Altamira Therapeutics Ltd. ("Altamira" or the "Company") (Nasdaq:CYTO) today announced that its associate company Altamira Medica Ltd. has agreed with its Norwegian partner Pharma Nordic AS ("Pharma Nordic") to extend the territory covered by their exclusive distribution agreement for Bentrio® to Sweden and Denmark. Following the successful launch in Norway earlier this year, Pharma Nordic intends to introduce the Bentrio nasal spray for the prevention and treatment of allergic rhinitis in these two additional Scandinavian countries next year.

"We have been very pleased and impressed by Pharma Nordic's market launch activities and success in Norway," commented Thomas Meyer, Altamira Medica's Chairman and CEO. "It is therefore of mutual interest to expand in a next step the geographical scope of our collaboration to include Sweden and Denmark. We look forward to bringing Bentrio to patients in these two other countries and to continuing to build the product together with Pharma Nordic into one of the leading brands for allergic rhinitis management in Scandinavia."

"We received very favorable responses to Bentrio from members of the medical community and allergic rhinitis sufferers in Norway, showing a clear need for effective and safe treatment alternatives" stated Bent Andreassen, CEO of Pharma Nordic. "With its drug-free and preservative-free formulation, as well as strong data on efficacy and tolerability, Bentrio is uniquely positioned to address patients' unmet needs. We are very excited to continue the roll-out in Norway and to take Bentrio into the Swedish and Danish markets, which share many things in common, notably a passion for innovative health care products."

About Bentrio

Bentrio is an "over the counter" drug-free nasal spray for personal protection against airborne allergens and, where approved, against airborne viruses. Upon application into the nose, Bentrio forms a protective gel layer on the nasal mucosa. This thin film is designed to prevent the contact of airborne particles with cells; in addition, the composition serves to bind such particles and help with their discharge. The efficacy and safety of Bentrio has been demonstrated in a total of four clinical trials, of which the largest one ("NASAR" study) enrolled 100 patients suffering from seasonal allergic rhinitis. In NASAR, participants self-administered either Bentrio or saline nasal spray for two weeks 3 times per day. The study showed a statistically significant reduction in the mean daily reflective Total Nasal Symptom Score (rTNSS) for Bentrio compared to saline ($p = 0.013$), as well as a statistically highly significant improvement in health-related quality of life (Rhinoconjunctivitis Quality of Life Questionnaire, $p < 0.001$) and superior global ratings of efficacy by patients and investigators alike ($p < 0.001$). In addition, Bentrio showed good safety and tolerability, similar to saline controls, and fewer Bentrio treated patients used relief medication and more of them enjoyed symptom-free days compared to saline treatment. For more information, visit: www.bentrio.com

About Altamira Therapeutics

Altamira Therapeutics (Nasdaq: CYTO) is developing and supplying peptide-based nanoparticle technologies for efficient RNA delivery to extrahepatic tissues (OligoPhore™ / SemaPhore™ platforms). The Company currently has two flagship siRNA programs using its proprietary delivery technology AM-401 for KRAS driven cancer and AM-411 for rheumatoid arthritis, both in preclinical development beyond in vivo proof of concept. The versatile delivery platform is also suited for mRNA and other RNA modalities and made available to pharma or biotech companies through out-licensing. In addition, Altamira holds a 49% stake (with additional economic rights) in Altamira Medica AG, which holds its commercial-stage legacy asset Bentrio®, an OTC nasal spray for allergic rhinitis. Further, the Company is in the process of partnering / divesting its inner ear legacy assets. Founded in 2003, Altamira is headquartered in Hamilton, Bermuda, with its main operations in Basel, Switzerland. For more information, visit: <https://altamiratherapeutics.com/>

About Pharma Nordic

Pharma Nordic AS, Aalsund, Norway holds licenses in the Nordic countries on over-the-counter (OTC) medicines and medical-technical equipment that are already on the world market or are about to be launched on markets outside the Nordic countries. For more information, visit: <https://www.pharmanordic.no/>

Forward-Looking Statements

This press release may contain statements that constitute "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements are statements other than historical facts and may include statements that address future operating, financial or business performance or Altamira's strategies or expectations. In some cases, you can identify these statements by forward-looking words such as "may", "might", "will", "should", "expects", "plans", "anticipates", "believes", "estimates", "predicts", "projects", "potential", "outlook" or "continue", or the negative of these terms or other comparable terminology. Forward-looking statements are based on management's current expectations and beliefs and involve significant risks and uncertainties that could cause actual results, developments and business decisions to differ materially from those contemplated by these statements. These risks and uncertainties include, but are not limited to, the clinical utility of Altamira's product candidates, the timing or likelihood of regulatory filings and approvals, Altamira's intellectual property position and Altamira's financial position. These risks and uncertainties also include, but are not limited to, those described under the caption "Risk Factors" in Altamira's Annual Report on Form 20-F for the year ended December 31, 2023, and in Altamira's other filings with the Securities Exchange Commission ("SEC"), which are available free of charge on the SEC's website at: www.sec.gov. Should one or more of these risks or uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those indicated. All forward-looking statements and all subsequent written and oral forward-looking statements attributable to Altamira or to persons acting

on behalf of Altamira are expressly qualified in their entirety by reference to these risks and uncertainties. You should not place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date they are made, and Altamira does not undertake any obligation to update them in light of new information, future developments or otherwise, except as may be required under applicable law.

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