

## Invida rebrands to Menarini Asia Pacific

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**Singapore:** Invida Holdings, a biopharmaceutical commercialization company based in Singapore, is changing its name to A Menarini Asia Pacific Holdings.

The brand transformation reflects its alignment with parent, Menarini Group, and allows for the promotion of a single, unified brand in the global marketplace. The name change will also progressively take place across its other offices within the region in 2013.

Mr John A Graham, CEO, Menarini Asia Pacific, said that, "Since Invida's acquisition by Menarini Group in November 2011, we have been zealously working to integrate the culture and operations of the two companies, and the name change is a logical step in the process. We are proud to build on Menarini's more than 125 years of company history, bringing Menarini's brands and expertise into our already established operations in Asia Pacific."

"This will accelerate our achievement of the vision to become the leading provider of important healthcare brands to improve the lives of people in the region," added Mr Graham, CEO, Menarini Asia Pacific.

Menarini Group is Italy's largest biopharmaceutical company, with 2011 revenue in excess of \$3.9 billion, 15,000 employees and a global presence in over 100 countries. As a fully integrated pharmaceutical company, Menarini Asia Pacific is able to tap into Menarini Group's R&D and manufacturing capabilities, as well as leverage on Menarini's collective strength to pursue the right opportunities for growth in the Asia Pacific region.