

## Press Release

### **Biofrontera Launches New U.S. Website and increases sales force to Support Launch and Commercialization of Ameluz®**

**Leverkusen, Germany, January 30, 2017** – Biofrontera AG (FSE: B8F), the specialist for the treatment of sun-induced skin cancer, today announced the launch of its U.S. corporate website (<http://www.biofrontera-us.com/>) to further support the commercialization and expansion of its combination topical prescription drug Ameluz® and medical device BF-RhodoLED® following U.S. Food and Drug Administration (FDA) approval in May 2016 and its U.S. commercial launch in October 2016.

The U.S. website provides comprehensive information about Ameluz® for patients and healthcare providers in the United States, including full prescribing information, clinical trial results, treatment with red light photodynamic therapy (PDT), and reimbursement as well as how to access and order Ameluz® and other helpful forms.

The launch of the U.S. website further supports the company’s operational and sales growth activities. Biofrontera recently expanded its U.S. team to 26 employees, bringing the total number of employees to about 100 worldwide. The Company also broadened its sales efforts to cover a fifth U.S. region in the mid-West and strengthened its presence with additional sales people in California and Florida. Biofrontera has now representatives in all major regions in the US.

Prof. Dr. Hermann Lübbert, CEO of Biofrontera, commented, “We continue to accelerate our expansion activities during a critical and exciting time for Biofrontera, as we continue to expand our presence and reach in the U.S. Collectively, the increase in sales representatives to cover additional regions in the U.S. combined with tools like our new U.S. website, mark an important step in generating future sales and driving revenue growth.”

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### About Biofrontera

**Biofrontera Group** (FSE: B8F, ISIN DE0006046113) **Biofrontera** is a biopharmaceutical company specializing in the development, sale and distribution of drugs, medical devices and medical cosmetics for the care and treatment of skin diseases. Biofrontera's lead product is Ameluz<sup>®</sup>, a prescription drug which was initially approved and marketed in Europe and is now also approved in the U.S. in combination with its medical lamp BF-RhodoLED<sup>®</sup> for photodynamic therapy (PDT). Biofrontera is the first German pharmaceutical start-up company to obtain centralized EU and now U.S. approval for a medical device/drug it has developed itself.

The company also markets the Belixos<sup>®</sup> dermatological range of cosmetics. Belixos<sup>®</sup> products, a cream, a gel, a scalp tonic and akute roll-on, contain combinations of active substances extracted from plants, relieve itching and redness and are used for the regenerative care of chronic skin conditions such as atopic dermatitis or psoriasis. The Belixos<sup>®</sup> Protect, a daily skincare for sun-damaged skin, complements this dermo-cosmetic line. All products are available through Amazon.

The Biofrontera Group was established in 1997 by Prof. Dr Hermann Lübbert, the Chairman of the company's Management Board, and has its headquarters in Leverkusen, Germany.

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For more information, visit [www.biofrontera.com](http://www.biofrontera.com)

*This communication expressly or implicitly contains certain forward-looking statements concerning the business activities of Biofrontera AG. These forward-looking statements reflect the opinion of Biofrontera at the time of this communication and involve certain known and unknown risks. The actual results achieved by Biofrontera may differ significantly from future results or performances which are published in its forward-looking statements. Biofrontera assumes no responsibility to update its forward-looking statements.*