

## **Biofrontera Strengthens U.S. Team with Appointment of Jeffrey Holm as Vice President of Marketing**

**Leverkusen, Germany, September 29, 2017** – Biofrontera AG (ISIN: DE0006046113), the specialist for the treatment of sun-induced skin cancer, today announced the appointment of Jeffrey Holm as Vice President of Marketing, to further strengthen its U.S. commercialization activities. Mr. Holm will be responsible for developing innovative marketing strategies to drive support of the Company's combination of the topical prescription drug Ameluz® and the medical device BF-RhodoLED® for the photodynamic therapy (PDT) treatment of skin cancer precursors, as well as bolster company communications with U.S. dermatologists.

Jeffrey Holm is a proven expert in the dermatology market with more than 35 years of experience in sales and marketing and a thorough understanding of the legal requirements in the U.S. healthcare system. Jeffrey was most recently the Executive Director for Sales and Marketing at Taro Pharmaceuticals Inc., where he led a 64-person marketing and sales team. Prior to that, he spent 18 years at Ferndale Healthcare Inc., where he held several senior roles including Chief Operating Officer and Vice President, Sales & Marketing. Jeffrey began his career at Allergan and holds a B.A. in Journalism from Texas Christian University.

"With Jeff, Biofrontera appointed an extremely experienced marketing leader with a large network in the US dermatology market resulting from his many years of experience with well-respected pharmaceutical companies. He joined our US team in March this year, therefore he is already familiar with our products and their market conditions. Jeff will report directly to Christoph Dünwald, our Chief Commercial Officer and we look forward to working closely with him to ensure the success of Ameluz® in the U.S.," said Prof. Dr. Hermann Lübbert, commenting on this strategically very important appointment of key personnel.

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**About Biofrontera:**

Biofrontera AG is a biopharmaceutical company specializing in the development, sale and distribution of dermatological drugs and medical cosmetics. The Leverkusen, Germany-based company, which has approximately 130 employees worldwide, develops and distributes innovative products for the care, protection and treatment of the skin. Biofrontera's combination lead product is topical prescription drug Ameluz® and medical device BF-RhodoLED® for the photodynamic therapy (PDT) treatment of superficial skin cancer and its precursors. Ameluz® has been marketed in the EU since 2012 and in the U.S. since 2016. The Company also markets the Belixos® dermocosmetics series in the EU, which offers specialized care for damaged or diseased skin.

Biofrontera is the first German, founder-led pharmaceutical company to obtain both EU and U.S. approval for a medical drug it has developed itself. The Biofrontera Group was established in 1997 by current CEO, Prof. Dr. Hermann Lübbert, and is listed on the Frankfurt Stock Exchange (Prime Standard).

**[www.biofrontera.com](http://www.biofrontera.com)**

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