



Press release June 14, 2013

## Medivir recruits a new head of Commercial Operations

**Stockholm — Medivir AB (OMX: MVIR)** strengthens the executive management team by recruiting Henrik Krook as Executive VP Commercial. Henrik will be operationally and strategically responsible for the company's commercial activities, where a priority is to build a Nordic organisation for the expected launch of simeprevir.

Henrik Krook comes from Novartis Norway, where he during the last two years has worked as Country Manager/Commercial Director and also Scandinavian Head of a team working with marketing and sales of a broad product portfolio. He has more than 10 years of experience from managerial positions within the pharmaceutical industry. Henrik has a MS degree in Pharmacy and a PhD degree in Clinical Immunology from Uppsala University. In addition, he has an Executive MBA from Stockholm School of Economics. Henrik assumes the position as Executive VP Commercial in mid-August.

- We are confident that Henrik, with his extensive Nordic experience in marketing and sales of pharmaceuticals and his strong expertise in the medical area, will be a great asset to Medivir's commercial organisation. He will strengthen the organisation in Sweden and his experience from leading operations in the other Nordic countries will be important for the establishment of a Nordic organisation, says Maris Hartmanis, CEO of Medivir.

**For more information, please contact:**

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**About Medivir**

Medivir is an emerging research-based pharmaceutical company focused on infectious diseases. Medivir has world class expertise in polymerase and protease drug targets and drug development which has resulted in a strong infectious disease R&D portfolio. The Company's key pipeline asset is simeprevir, a novel protease inhibitor in late phase III clinical development for hepatitis C that is being developed in collaboration with Janssen R&D Ireland.

Medivir has also a broad product portfolio with prescription pharmaceuticals in the Nordics.

**For more information about Medivir AB, please visit the Company's website: [www.medivir.se](http://www.medivir.se)**

*Medivir is a collaborative and agile pharmaceutical company with an R&D focus on infectious diseases and a leading position in hepatitis C. We are passionate and uncompromising in our mission to develop and commercialize innovative pharmaceuticals that improve people's health and quality of life.*