



PARADIGM ADDS MORE TALENTED SENIOR EXECUTIVES TO ITS TEAM

Paradigm Biopharmaceuticals Ltd (ASX: PAR) is pleased to announce three recent senior executive appointments. Beverley Huttman, Justin Cahill and Catherine Stapledon have all joined the Paradigm team, bringing with them skills and experience that further strengthen the capabilities of Paradigm's management, as the company continues to move toward commercialisation.

Commercial Head, Beverley Huttman, is a highly experienced pharmaceutical commercial leader, with more than 25 years' experience with global pharmaceutical companies including CSL and GSK. Her past responsibilities have encompassed all facets of pharmaceutical commercial management including market and product analysis, strategic planning and budgeting, licensing, pricing and reimbursement, government liaison, in-market promotion, demand forecasting and team leadership. She has held senior commercial roles in many therapeutic areas including pain, rheumatology, respiratory disease, allergy, immunology, and dermatology.

Beverley will be responsible for developing and implementing commercial strategy including partnerships, licensing, pricing and reimbursement, product differentiation, patient and physician acceptance and life cycle management.

Chief Financial Officer, Justin Cahill, has over 20 years' experience in strategic finance roles across a broad spectrum of industries and global organisations. In one of his more prominent roles, Justin spent 9 years at CSL, including 5 years in the US as Divisional CFO of CSL Plasma. Justin is a CPA and holds a master's in accounting.

As Paradigm's operations expand and become more global, Justin will oversee the financial management of and control over Paradigm's increasingly complex activities.

R&D Translational Scientist, Catherine Stapledon, PhD, will be working alongside Chief Science Officer, Ravi Krishnan. Catherine had undertaken her PhD studies at the Centre for Orthopaedic & Trauma Research, Faculty of Health and Medical Sciences, University of Adelaide. Catherine's research involved a multidisciplinary approach to investigate the roles of neurotrophic factors on osteocyte function in osteoarthritis. Of significance were Catherine's studies which elucidated the mode of action of PPS related to the regulation of Nerve Growth Factor as a mediator of pain in bone osteocytes derived from osteoarthritis patients.

Catherine has extensive experience in the development and design of a number of studies ranging from basic cell culture to animal and human studies. Her expertise will be a valuable asset

to Paradigm's R&D programs, involving GLP and GLP-like preclinical proof-of concept studies, and in translational disease models.

Paradigm CEO, Paul Rennie, commented: "We are extremely excited to welcome three highly talented and experienced individuals in Beverley, Justin and Catherine to the team. Like Paradigm's recently appointed COO, Dr Jeannie Joughin, Justin also worked for CSL in the USA and was part of CSL's executive leadership and development program. Each brings with them specific expertise and deep knowledge that will greatly assist and enhance the efforts of the current Paradigm staff in their drive to achieving our mission: to develop and commercialise PPS for the treatment of arthralgia driven by injury, inflammation, aging, degenerative disease, infection or genetic predisposition."

About Paradigm Biopharmaceuticals

Paradigm Biopharmaceuticals LTD (ASX: PAR) is a late stage drug development company with the mission to develop and commercialise pentosan polysulphate sodium for the treatment of pain associated with musculoskeletal disorders driven by injury, inflammation, aging, degenerative disease, infection or genetic predisposition.

Authorised for release by Paul Rennie, Managing Director & CEO.

FOR FURTHER INFORMATION PLEASE CONTACT:

Simon White

Director of Investor Relations

Tel: +61 (0) 404 216 467

Paradigm Biopharmaceuticals Ltd

ABN: 94 169 346 963

Level 15, 500 Collins St, Melbourne, VIC, 3000, AUSTRALIA

Email : investorrelations@paradigmbiopharma.com

Web: <http://paradigmbiopharma.com/>