



Press release 15 May 2012

New Executive Vice President Commercial appointed

Stockholm – Medivir AB (OMX: MVIR), a research-based specialty pharmaceutical company focused on infectious diseases, announced today that it has appointed Henric Juserius to be the new head of the company's commercial activities. Henric, who will have overall responsibility for Medivir's pharmaceutical marketing and sales, will join the company in August 2012 and will be part of the management team.

Henric Juserius has a degree in business administration and most recently held the position as Commercial Director for the Nordic region at Actelion Pharmaceuticals. He has an extensive experience from the industry and has worked with pharmaceutical marketing and sales for more than 20 years in companies such as Astra, GlaxoWellcome, Pfizer, Serono and Actelion.

"I am very pleased to welcome Henric Juserius to Medivir as Executive Vice President, Commercial. His extensive experience and broad expertise in marketing and sales of prescription drugs from both large and small pharmaceutical companies will be invaluable now that Medivir is approaching a market launch in the Nordic countries of its flagship product for hepatitis C, TMC435. Henric will also work on the development of Medivir's existing portfolio of prescription drugs," says Maris Hartmanis, President and CEO of Medivir.

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About Medivir

Medivir is an emerging research-based specialty pharmaceutical company focused on the development of high-value treatments for 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 TMC435, a novel protease inhibitor in phase III clinical development for hepatitis C that is being developed in collaboration with Janssen Pharmaceuticals.

In June 2011, Medivir acquired the specialty pharmaceutical company BioPhausia to ensure timely commercialisation of TMC435 in the Nordic markets, once approved.

Medivir's first product, the unique cold sore product Xerese[®]/Xerclear[®], was launched on the US market in 2011. Xerese[®]/Xerclear[®], which has been approved in both the US and Europe, is being launched in collaboration with GlaxoSmithKline to be sold OTC in Europe, Japan and Russia. Rights in North America, Canada and Mexico were sold to Meda AB in June 2011. Medivir has retained the Rx rights for Xerclear[®] in Sweden and Finland.

For more information on Medivir, please see the company's website: www.medivir.com