[Press Release]

Basel, Switzerland – October, 2023

PharmaLedger Announces the Successful Launch of the First GxP Qualified, Nonprofit, Open-Source Blockchain Network and Platform in Healthcare.

In a significant leap forward for digital healthcare and blockchain technology, the PharmaLedger Association (PLA) announces the successful launch of the first blockchain network under its Product Trust Platform™. This first-of-its-kind GxP-qualified network sets the foundation for the realization of a long list of patient-centric digital solutions proposed by the Association. The operational network marks a notable milestone in the pharmaceutical and healthcare industries' digital enablement.

Earlier this year, the Association announced the release of its open-source, non-profit, also GxP-qualified **Electronic Product Information** solution. As of September 2023, leading pharma enterprises have successfully established and linked their inaugural blockchain nodes enabling the release of *ePI by PharmaLedger™* according to their planned market adoption schedule.

"As of 26th September 2023, GSK is launching the PharmaLedger ePI solution across two products. This launch in Singapore represents a significant step forward in GSK's ePIL strategy, transforming how we will engage our patient population. By embracing this innovative technology, we can enhance the user experience and distribute easily the most up-to-date critical healthcare information to patients and healthcare providers. Working with like-minded business and technology peers within the PLA Association has delivered a step change that we are proud of and we now look to accelerate the adoption of the solution across our markets." **GSK Spokesperson**

Worldwide regulatory authorities are examining the potential to offer digital versions of medical product information leaflets to the public. PLA's approach prioritizes protecting patients' data rights, ensuring data privacy, cyber security, and pharmacovigilance. It achieves this by utilizing widely recognized product standard barcodes as digital keys to access information and services and a GxP-compliant peer-to-peer blockchain network.

PLA members taking part can immediately benefit from PLA's ePI readiness in 12 individual countries and all of the European Union countries. Legal and data privacy assessments are currently ongoing for Brazil, South Korea, and the United Arab Emirates as part of ePI release 2.0 planned for late October.

"Decentralization isn't just about technology; it's a promise to healthcare. With blockchain, we create digital ecosystems where data is both secure and easy to access. In this important journey, we encourage healthcare leaders and organizations to move beyond old boundaries and work together to build a common foundation for digital solutions that benefit patients and businesses alike."
Marco Cuomo – PLA Chief Technology Officer

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For additional information, please contact: info@pharmaledger.org

About PharmaLedger Association (PLA):
PLA is a Swiss association created to launch and scale up research from the EU-funded IMI PharmaLedger project. PLA is dedicated to the creation of a secure and reliable digital trust ecosystem in global healthcare. Focused on innovation, collaboration, and application of industry standards, the association brings together a new interconnected ecosystem model of collaboration to achieve "digital trust" in healthcare innovation. By championing cutting-edge technologies in a co-creation environment, the association operates as a pre-competition, nonprofit, umbrella organization, capable of helping the industry unite around the public good of an open-source shared infrastructure for the digital era of healthcare.