



Sam Sabbe Appointed Executive Vice President Barbara De Saedeleer Appointed Chief Financial Officer Strengthening Executive Committee

With a five instead of four Executive Committee members, Omega Pharma is even better equipped to manage a group which has recently increased its dimension and sharpened its ambitions

Nazareth, Belgium 16 April 2007 (5:40 PM CET) — CEO Jan Cassiman announced his intention at the 1 March 2007 analyst meeting to further develop the group expertise in the field of Human Capital Development and Supply Chain Management. These disciplines are the corner stones of the strategic plan to further improve the group's profitability in parallel with a continued sales growth. The enlargement of the Executive Committee now enables the group to fully dedicate the required management attention to these disciplines.



Barbara De Saedeleer (picture) joins the Executive Committee as Chief Financial Officer. Sam Sabbe is being promoted within the Committee to Executive Vice President. These appointments take immediate effect and are currently being formalized.

The new Chief Financial Officer assumes responsibility for all financial disciplines (Controlling, Treasury, Tax, Consolidation, etc.) from Sam Sabbe. Prior to this promotion, De Saedeleer already had first-line responsibility over these areas in her capacity as Head of Finance. As CFO, Barbara De Saedeleer now oversees the financial services of an organization which has recently expanded its operational area from fifteen to thirty countries.



The new division of tasks enables Sabbe (picture), as Executive Vice President, to focus more strongly on a number of his previous responsibilities such as Mergers and Acquisitions, Legal Affairs, Intellectual Property, Internal Audit and Investor Relations. In his new position, he also assumes responsibility for the important areas of Human Capital Development, Information Systems, and Supply Chain Management.

Jan Cassiman: 'Strengthening the Executive Committee means we are better able to implement our strategic plan, both in terms of sales growth and profitability. The Executive Committee is well complemented by the addition of Barbara De Saedeleer. She is a strongly committed, skilled, and results-oriented executive. She is highly respected throughout the group for her targeted approach and her management qualities. Sam Sabbe is the right man in the right place to introduce a number of activities of strategic importance in the operational entities of the group. In the coming decade this new composition will help Omega Pharma evolve from a leading European OTC company into a world player in OTC. I offer my hearty congratulations Barbara and Sam and I wish them all the best as they meet their new challenges.'

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Annexes:

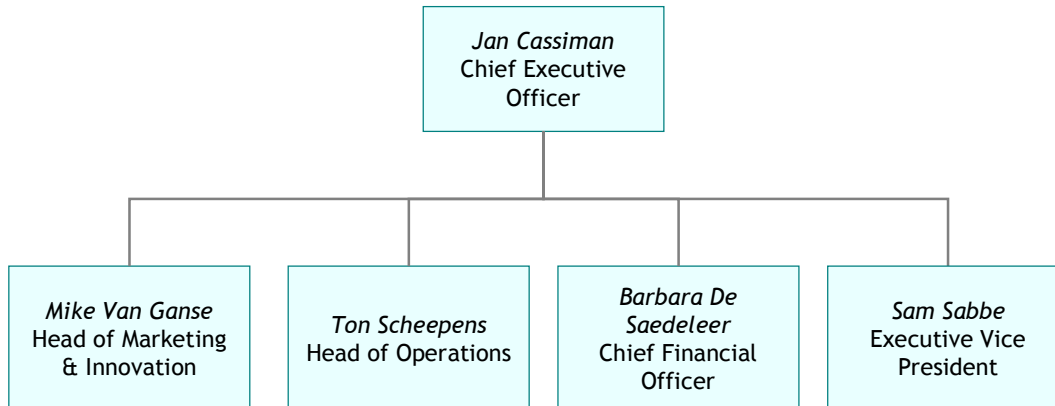
New composition of the Executive Committee
Brief profiles of Sam Sabbe and Barbara De Saedeleer

Note 1: Sam Sabbe and Jan Cassiman are the permanent representatives of the actual mandate holders.

Note 2: The picture of Barbara De Saedeleer is available in a higher resolution on the corporate Web site under 'Illustrations'.

Directiecomité / Executive Committee
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Sam Sabbe, Profile

Mr. Sam Sabbe is born in 1965 and is living with his family in Varsenare near Bruges (Belgium).

After grammar school (Latin-Greek at the Sint-Lodewijkscollege in Bruges) he got his Master Degree in Law at the Ghent university (RUG).

After his university studies Sam Sabbe first fulfilled his army service in the Belgian navy before starting his career at Paribas Bank Belgium (later Artesia Bank), where he successively held the functions of Account Officer, Director of the Waregem Office and Director for East-Flanders. In this context he also met Marc Coucke, current Chairman of the Board of Directors of Omega Pharma, who in 1994 intended to buy-out the co-founder of the company and was looking for a financing solution in this respect.



Five years later Sam Sabbe transferred to Omega Pharma as Chief Financial Officer. This was in 1999, i.e. one year after the IPO of Omega Pharma, for which he was advisor of Artesia Bank. At that time the company had just initiated an impressive series of acquisitions – both at home and abroad in other European countries. In this context, Sam Sabbe could optimally benefit from his extensive experience in the field of Corporate Banking, and played a crucial role in the realization of the numerous acquisitions during that era. The most important acquisitions took place in 2000 (Pharmygiène, Chefaro) and 2004 (acquisition of 60 OTC brands from Pfizer and later that year also acquisitions of Medestea in and Aco Hud in Sweden. Sam Sabbe was also the driving force behind the balance sheet restructuring that was also implemented in the milestone year, 2004. In this framework he also played a determining role in the conclusion of a syndicated loan and US Private Placement.

In parallel with these acquisitions Sam Sabbe started to build a finance department at corporate level, tailored to the needs of an internationally oriented group. The acquisition of Bittner Pharma in 2006 was also a major event, for which he was involved in the negotiations from the very start. He was also instrumental for the new syndicated loan for EUR 600 million that was concluded later that year, with ING Wholesale Banking as ‘book runner’.

With the installation of Jan Cassiman as CEO, it was also decided to even better align the entire corporate department and the related processes and systems to the increased dimension and ambitions of the group. In this context, Sam Sabbe also assumed responsibility for Human Capital Development and Extended Supply Chain Management – disciplines that are now structurally managed at corporate level. Because of the strategic importance of these activities the company wants to assure that it can dedicate the required management time to them. Therefore, Sam Sabbe is promoted Executive Vice President. In addition to the already mentioned new responsibilities, he also remains responsible for Mergers & Acquisitions, Legal Affairs, Intellectual Property, Internal Audit and Investor Relations. ■



Barbara De Saedeleer, Profile

Mrs. Barbara De Saedeleer was born in Aalst (Belgium) in 1970 and is living in Ghent (Belgium).

After grammar school she first got a bachelor degree in Marketing and then a master degree in Trade and Financial Sciences, specialization Quantitative Business Economy, at the Vlekho in Brussels. In the framework of this programme she also got a 'Licence en Economie Appliquée' at the Pierre Mendes France university in Grenoble (France).

After her studies she started her career at Paribas Bank Belgium in Brussels as member of the university trainee team. Taking into account that this company was merged into Artesia

Bank and later into Dexia Bank Belgium, Barbara De Saedeleer assumed various Corporate Banking management functions at this organization in a ten years' period. At the Ghent Office she first evolved from staff member to Senior Corporate Banker, and later to Office Director. From 2002 to 2004 she was Director Corporate Banking East-Flanders. In this capacity she developed an extensive experience in financing techniques and credit analysis of major companies as well as in the field of commercial skills and people management.

In June 2004 she transferred to Omega Pharma, where she was immediately involved as Group Treasury Manager in the financing of the acquisition of 60 OTC brands from Pfizer as well as in the acquisitions of Medestea (Italy) and Aco Hud (Sweden). Still in 2004 Sam Sabbe, then CFO, involved her also in the balance sheet restructuring project, which included the conclusion of a syndicate loan and a 'US Private Placement'.

In 2005 Omega Pharma had inserted a breath pause in its acquisition process, which gave Barbara De Saedeleer the time to develop an international cash pooling system for the group. The control of the group's working capital got the highest priority in this respect. This was also the focal point in 2006. In addition, the Bittner Pharma acquisition was also a major event for which her input was crucial. She played an instrumental role in the conclusion of a new syndicated loan for an amount of EUR 600 million, with ING Wholesale Banking as 'book runner'.

In the perspective of the increased dimension of the group, the function of 'Head of Finance', reporting to the CFO, was created end-2006 and involved the responsibility for Group Treasury & Bank relations, Financial Controlling, Consolidation and Insurance. In this function, Barbara De Saedeleer set out the lines for the further development of these disciplines and the related systems in support of the growth ambitions of the group. Her promotion to Chief Financial Officer and member of the Executive Committee is a logical sequel and also involves the additional responsibility for Tax.

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