

## Shire Launches *Excellence in ADHD Patient Group Awards*

**Nyon, Switzerland – Wednesday 18 June, 2014** – Shire plc (LSE: SHP, NASDAQ: SHPG) today announces the launch of the *Excellence in ADHD Patient Group Awards* to recognise outstanding contributions by patient organisations to support people living with Attention Deficit/Hyperactivity Disorder (ADHD). Three unrestricted grants of €10,000 will be awarded for projects initiated in 2013 that have truly helped to support people affected by ADHD.

Brooke Clarke, Global Head of Responsibility and Brand at Shire and Shire representative on the judging panel says: “Patient groups carry out important work in raising awareness of ADHD and helping people and families who live with the disorder. The *Excellence in ADHD Patient Group Awards* is one way of recognising the groups that make such a significant difference to the lives of people with ADHD and those who care for them.”

Winners will be selected by an international judging panel including representatives from patient organisations, mental health advocates and experts in education: Audrey Craven, European Federation of Neurological Associations (EFNA); Gabriel Fernandez Rojas, Madrid School Council; Rebecca Müller, Global Alliance of Mental Illness Advocacy Networks (GAMIAN) Europe; Sarah Shenow, MQ: Transforming Mental Health; and Brooke Clarke, Shire. In cases where entries’ scores are similar, the judges (without the Shire representative) will take a final decision.

The judges are looking for creative and innovative projects that address unmet needs in ADHD and have a direct and positive impact on the lives of people affected by the disorder. Winning entries will have a clear strategy, defined objectives, measurable success markers and be based on evidence. Entrants can visit [www.shire.com/PAGAWards](http://www.shire.com/PAGAWards) to download an application pack including an application form and full guidance on the process. The closing date for entries is 8<sup>th</sup> August 2014, and winners will be announced on World Mental Health Day on 10<sup>th</sup> October 2014.

The awards are open to patient organisations who put the needs and interests of people affected by ADHD at the heart of their work. Entries may be submitted by organisations based outside of the United States and the United Kingdom that have not-for-profit/charitable status.

Developed, funded and organised by Shire, the awards are part of Shire’s patient-centric approach that provides support to ADHD patients and their caregivers.

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### About ADHD

ADHD is a common psychiatric disorder in children and adolescents<sup>1,2</sup> and is recognised by the World Health Organization (WHO)<sup>3</sup>. It is thought to affect around 5% of children and adolescents globally<sup>1</sup>.

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**NOTES TO EDITORS**

Shire enables people with life-altering conditions to lead better lives.

Our strategy is to focus on developing and marketing innovative specialty medicines to meet significant unmet patient needs.

We focus on providing treatments in Neuroscience, Rare Diseases, Gastrointestinal, and Internal Medicine and we are developing treatments for symptomatic conditions treated by specialist physicians in other targeted therapeutic areas, such as Ophthalmology.

[www.shire.com](http://www.shire.com)

**FORWARD - LOOKING STATEMENTS - "SAFE HARBOR" STATEMENT UNDER THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995**

Statements included in this announcement that are not historical facts are forward-looking statements. Forward-looking statements involve a number of risks and uncertainties and are subject to change at any time. In the event such risks or uncertainties materialize, Shire's results could be materially adversely affected. The risks and uncertainties include, but are not limited to, that:

- Shire's products may not be a commercial success;
- revenues from ADDERALL XR are subject to generic erosion and revenues from INTUNIV will become subject to generic competition starting in December 2014;
- the failure to obtain and maintain reimbursement, or an adequate level of reimbursement, by third-party payors in a timely manner for Shire's products may impact future revenues, financial condition and results of operations;
- Shire conducts its own manufacturing operations for certain of its Rare Diseases products and is reliant on third party contractors to manufacture other products and to provide goods and services. Some of Shire's products or ingredients are only available from a single approved source for manufacture. Any disruption to the supply chain for any of Shire's products may result in the Shire being unable to continue marketing or developing a product or may result in Shire being unable to do so on a commercially viable basis for some period of time.
- the development, approval and manufacturing of Shire's products is subject to extensive oversight by various regulatory agencies. Submission of an application for regulatory approval of any of our product candidates, such as our planned submission of a New Drug Application to the FDA for Lifitegrast as a treatment for the signs and symptoms of dry eye disease in adults, may be delayed for any number of reasons and, once submitted, may be subjected to lengthy review and ultimately rejected. Moreover, regulatory approvals or interventions associated with changes to manufacturing sites, ingredients or manufacturing processes could lead to significant delays, increase in operating costs, lost product sales, an interruption of research activities or the delay of new product launches;
- the actions of certain customers could affect Shire's ability to sell or market products profitably. Fluctuations in buying or distribution patterns by such customers can adversely impact Shire's revenues, financial conditions or results of operations;
- investigations or enforcement action by regulatory authorities or law enforcement agencies relating to Shire's activities in the highly regulated markets in which it operates may result in the

distraction of senior management, significant legal costs and the payment of substantial compensation or fines;

- adverse outcomes in legal matters and other disputes, including Shire's ability to enforce and defend patents and other intellectual property rights required for its business, could have a material adverse effect on Shire's revenues, financial condition or results of operations;
- Shire faces intense competition for highly qualified personnel from other companies, academic institutions, government entities and other organizations. Shire is undergoing a corporate reorganization and the consequent uncertainty could adversely impact Shire's ability to attract and/or retain the highly skilled personnel needed for Shire to meet its strategic objectives;
- failure to achieve Shire's strategic objectives with respect to the acquisition of ViroPharma Incorporated may adversely affect Shire's financial condition and results of operations;

and other risks and uncertainties detailed from time to time in Shire's filings with the U.S. Securities and Exchange Commission, including its most recent Annual Report on Form 10-K.

### References

1. Polanczyk G, *et al.* The Worldwide Prevalence of ADHD: A Systematic Review and Metaregression Analysis. *Am J Psych.* 2007;164:942–948.
2. Willcutt EG. The prevalence of DSM-IV attention-deficit/hyperactivity disorder: a meta-analytic review. *Neurotherapeutics* 2012; 9: 490-499.
3. International Classification of Diseases, 10th ed., (ICD-10). World Health Organization 2007:Chapter 5,F90. <http://apps.who.int/classifications/icd10/browse/2010/en#/F90-F98>. Last accessed June 2013.