

Zagreb, July 11 2003

PLIVA launches risperidone, paroxetine and torasemide

PLIVA d.d. ("PLIVA") is pleased to announce that it has launched a generic version of risperidone in Poland, under the trademark Risset. Risperidone is a drug for the treatment of psychotic disorders and symptoms such as hallucination, delusions and hostility.

PLIVA's Risset is sold at a more affordable price than the original drug, benefiting both patients and state budget. The recently introduced legislation on therapeutic substitution has resulted in a positive early off-take of the product. According to IMS data for 2002, sales of risperidone reached US\$ 23.1 m in Poland.

Apart from Poland, PLIVA has already launched a generic version of risperidone (Risset) in Croatia in May. According to MIS data for 2002, Croatian sales of risperidone were US\$ 2.5 m. Additionally, PLIVA obtained marketing approval grant for risperidone in Slovakia and expects further grants on other CEE markets.

PLIVA also launched a generic version of paroxetine in Croatia at the beginning of July, under the trademark Deprozol. Paroxetine is a drug for treatment of depression and obsessive-compulsive, panic and social anxiety disorder. According to MIS data for 2002, sales of paroxetine amounted to US\$ 2.0 m in Croatia.

PLIVA also launched a generic diuretic - torasemide - in the UK. This represents the first launch that PLIVA obtained for torasemide N, a product based on proprietary crystal form, proving PLIVA's capabilities in solid state chemistry. Due to the fact that PLIVA has developed its own polymorph form of the drug, it has the right to launch and sell torasemide as a generic three years prior to the patent expiry. According to IMS data for 2002, UK sales of torasemide were US\$ 0.5 m. The UK is the reference member state for MRP (mutual recognition procedure) for torasemide in other European Union member states.

For additional information, please contact:

Marija Mandić
Corporate Communications
Director
Tel: +385 1 6160 355
Fax: +385 1 6114 413
E-mail: Marija.Mandic@pliva.hr

Tanja Miler
Investor Relations
Financial Analyst
Tel: +385 1 6160 336
Fax: +385 1 6114 413
E-mail: Tanja.Miler@pliva.hr

Lidija Cerin
Investor Relations
Financial Analyst
Tel: +385 1 6120 702
Fax: +385 1 6114 413
E-mail: Lidija.Cerin@pliva.hr