

Ipsen Announces Name Change for its Research and Development Affiliate in the U.S. From Biomeasure to Ipsen Bioscience, Inc.

Ipsen Bioscience, Inc. Name Reinforces the Company's Commitment to the United States

Basking Ridge, NJ (USA), May 6, 2014 – The U.S. affiliate of Ipsen (Euronext: IPN; ADR: IPSEY) today announced that, as of May 1, 2014, its U.S. Research and Development (R&D) affiliate, previously called Biomeasure, has changed its name to Ipsen Bioscience, Inc. The change is being made to strengthen the Ipsen brand in the U.S. by unifying the commercial group, Ipsen Biopharmaceuticals, Inc., with the research and development (R&D) group, Ipsen Bioscience, Inc., under the Ipsen brand.

“The formal name change from Biomeasure to Ipsen Bioscience, Inc. is overdue, as Ipsen has been collaborating closely with its Massachusetts R&D affiliate since the 70s,” said Claude Bertrand, Executive Vice President, R&D and Chief Scientific Officer of Ipsen. “Ipsen Biopharmaceuticals, Inc. and Ipsen Bioscience, Inc. have both been instrumental in the development of some of the company’s key products.”

In September 2013, Ipsen announced plans to relocate its U.S. R&D facility from Milford to Cambridge, MA – one of the leading hubs for biotechnology research and innovation in the U.S. As the timeline for the new facility in Cambridge progresses as planned, Ipsen Bioscience, Inc expects to be in its new home at 650 East Kendall Street, Cambridge MA in the third quarter of 2014.

“Ipsen aims to become a top global pharmaceutical company, and the branding of Ipsen Bioscience, Inc and our upcoming move to our new facility in Cambridge are critical steps along the pathway to achieve this,” said Cynthia Sylvestre, President, Ipsen Bioscience, Inc. and Vice President and Site Head, Ipsen. “We’re excited about the future and what our focused research will be able to deliver, with many of our partners so close by.”

Marc de Garidel, Chairman and Chief Executive Officer of Ipsen, said : “With our recent commitment to go-it-alone with our oncology development program in the U.S., Ipsen Biopharmaceuticals and Ipsen Bioscience will continue to work together to develop treatments to help people in the U.S. struggling with debilitating diseases.”

About Ipsen

Ipsen is a global specialty-driven pharmaceutical company with total sales exceeding \$1.6 billion (€1.2 billion) in 2013. Ipsen’s ambition is to become a leader in specialty healthcare solutions for

targeted debilitating diseases. Its development strategy is supported by 3 franchises: neurology, endocrinology and urology-oncology. Moreover, the Group has an active policy of partnerships. Ipsen's R&D is focused on its innovative and differentiated technological platforms, peptides and toxins. In 2013, R&D expenditure totaled close to \$359 million (€260 million), representing more than 21% of Group sales. Ipsen also has a significant presence in primary care. The Group has close to 4,600 employees worldwide. Ipsen's shares are traded on segment A of Euronext Paris (stock code: IPN, ISIN code: FR0010259150) and eligible to the "Service de Règlement Différé" ("SRD"). The Group is part of the SBF 120 index. Ipsen has implemented a Sponsored Level I American Depositary Receipt (ADR) program, which trade on the over-the-counter market in the United States under the symbol IPSEY. For more information on Ipsen, visit www.ipsen.com.

Forward Looking Statement

The forward-looking statements, objectives and targets contained herein are based on the Group's management strategy, current views and assumptions. Such statements involve known and unknown risks and uncertainties that may cause actual results, performance or events to differ materially from those anticipated herein. All of the above risks could affect the Group's future ability to achieve its financial targets, which were set assuming reasonable macroeconomic conditions based on the information available today.

Use of the words "believes," "anticipates" and "expects" and similar expressions are intended to identify forward-looking statements, including the Group's expectations regarding future events, including regulatory filings and determinations. Moreover, the targets described in this document were prepared without taking into account external growth assumptions and potential future acquisitions, which may alter these parameters. These objectives are based on data and assumptions regarded as reasonable by the Group. These targets depend on conditions or facts likely to happen in the future, and not exclusively on historical data. Actual results may depart significantly from these targets given the occurrence of certain risks and uncertainties, notably the fact that a promising product in early development phase or clinical trial may end up never being launched on the market or reaching its commercial targets, notably for regulatory or competition reasons. The Group must face or might face competition from Generics that might translate into a loss of market share.

Furthermore, the Research and Development process involves several stages each of which involves the substantial risk that the Group may fail to achieve its objectives and be forced to abandon its efforts with regards to a product in which it has invested significant sums. Therefore, the Group cannot be certain that favourable results obtained during pre-clinical trials will be confirmed subsequently during clinical trials, or that the results of clinical trials will be sufficient to demonstrate the safe and effective nature of the product concerned. The Group also depends on third parties to develop and market some of its products which could potentially generate substantial royalties; these partners could behave in such ways which could cause damage to the Group's activities and financial results. The Group cannot be certain that its partners will fulfil their obligations. It might be unable to obtain any benefit from those agreements. A default by any of the Group's partners could generate lower revenues than expected. Such situations could have a negative impact on the Group's business, financial position or performance.

The Group expressly disclaims any obligation or undertaking to update or revise any forward looking statements, targets or estimates contained in this press release to reflect any change in events, conditions, assumptions or circumstances on which any such statements are based, unless so required by applicable law.

The Group's business is subject to the risk factors outlined in its registration documents filed with the French Autorité des Marchés Financiers.

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