



## Endo Launches New Dupuytren's Contracture Campaign Featuring Real Patients: Watching Education Unfold

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- *The campaign features real Dupuytren's contracture (DC) patients and aims to address patient complacency, correct myths and misinformation and highlight the Tabletop Test*
- *Dupuytren's contracture is a progressive hand condition that affects an estimated 14 million Americans*

Endo International plc (NASDAQ: ENDP) announced today the launch of its newest [television commercial](#) and disease awareness campaign, *Watching Education Unfold*. The campaign educates people about Dupuytren's contracture (DC), a progressive hand condition that affects an estimated 14 million Americans.

"We're using the voices and experiences of real patients to share education about Dupuytren's contracture and empower self-advocates," said Thomas Kolaras, Senior Vice President & General Manager, Medical Therapeutics at Endo. "This authenticity resonates with people—they can see themselves in the campaign and may consider talking to a hand specialist about their options."

"My patients with Dupuytren's contracture tend to cope with the condition for longer than necessary because of conflicting information that's out there," said Dr. Heidi Coryell Shors, an orthopedic and hand surgery specialist. "In my opinion, Endo's commercial and campaign could help a lot of people who needlessly suffer from the condition."

### **Elway-to-Everyday Evolution**

*Watching Education Unfold* follows Endo's previous awareness campaign, which featured DC patient John Elway. After grabbing the public's attention with the help of the football legend, Endo is focusing on everyday people who have DC.

The new campaign brings to light people's hesitations and aims to correct misconceptions that may prevent many from seeking treatment. It also spotlights the simple Tabletop Test, which people can do right in their homes to determine if they should consult a hand specialist.

*Watching Education Unfold* encourages people who think they may have DC or those who have been diagnosed with DC but have not been treated to talk to a hand specialist.

### **Media Buy**

The 30- and 15-second commercials will run nationally on broadcast TV (including networks like ESPN and USA and during programs such as "Good Morning America" and "CBS Evening News"), streaming services (including Hulu and Discovery+) and online.

The campaign also includes digital and search advertising, social media accounts and ads on platforms where patients are active, a digital partnership with Conde Nast, content on health-focused websites (including WebMD and Everyday Health) and educational materials in doctors' offices.

### **About Dupuytren's Contracture**

DC is a lifelong condition that may get worse over time. It's caused by a buildup of collagen in the hand, which forms a rope-like cord that pulls fingers toward the palm so they can't be straightened. As DC progresses, it may become difficult for individuals to use their hand(s) for daily tasks and activities.

### **About Endo**

Endo (NASDAQ: ENDP) is a specialty pharmaceutical company committed to helping everyone we serve live their best life through the delivery of quality, life-enhancing therapies. Our decades of proven success come from passionate team members around the globe collaborating to bring the best treatments forward. Together, we boldly transform insights into treatments benefiting those who need them, when they need them. Learn more at [www.endo.com](http://www.endo.com) or connect with us on [LinkedIn](#).

## Forward-Looking Statements

Certain information in this press release may be considered "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and any applicable Canadian securities legislation including, but not limited to, the statements by Mr. Kolaras and Dr. Shors. Statements including words or phrases such as "believe," "expect," "anticipate," "intend," "estimate," "plan," "will," "may," "look forward," "intend," "future," "potential" or similar expressions are forward-looking statements. All forward-looking statements in this press release reflect Endo's current expectations of future events based on existing trends and information and represent Endo's judgment only as of the date of this press release. Actual results may differ materially and adversely from current expectations based on a number of factors affecting Endo's businesses, including, among other things, the following: the outcome of our strategic review, contingency planning and any potential restructuring; the timing, impact or results of any pending or future litigation, investigations or claims or actual or contingent liabilities, settlement discussions, negotiations or other adverse proceedings; our ability to satisfy judgments or settlements or pursue appeals including bonding requirements; our ability to adjust to changing market conditions; our ability to attract and retain key personnel; our inability to maintain compliance with financial covenants and operating obligations which would expose us to potential events of default under our outstanding indebtedness; our ability to incur additional debt or equity financing for working capital, capital expenditures, business development, debt service requirements, acquisitions or general corporate or other purposes; our ability to refinance our indebtedness; a significant reduction in our short-term or long-term revenues which could cause us to be unable to fund our operations and liquidity needs or repay indebtedness. The occurrence or possibility of any such result has caused us to engage, and may result in further engagement in strategic reviews that ultimately may result in our pursuing one or more significant corporate transactions or other remedial measures, including on a preventative or proactive basis. Those remedial measures could include a potential corporate reorganization, restructuring or bankruptcy filing involving all or a portion of our business, asset sales or other divestitures, cost-saving initiatives, corporate realignments or strategic partnerships. Some of these measures could take significant time to implement and others may require judicial or other third-party approval. Any such actions may be complex, could entail significant costs and charges or could otherwise negatively impact shareholder value, and there can be no assurance that we will be able to accomplish any of these alternatives on terms acceptable to us, or at all, or that they will result in their intended benefits. Therefore, the reader is cautioned not to rely on these forward-looking statements. Endo expressly disclaims any intent or obligation to update these forward-looking statements, except as required to do so by law. Additional information concerning risk factors, including those referenced above, can be found in press releases issued by Endo, as well as Endo's public periodic filings with the U.S. Securities and Exchange Commission and with securities regulators in Canada, including the discussion under the heading "Risk Factors" in Endo's most recent Annual Report on Form 10-K and any subsequent Quarterly Reports on Form 10-Q or other filings with the U.S. Securities and Exchange Commission.

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