



## MERZ TO ACQUIRE BIOFORM MEDICAL

<b>Companies</b>		
<b>Description</b>	<p>Privately-held Merz Pharma Group combines the activities of its five subsidiaries namely, Merz Pharmaceuticals, Merz Consumer Care, Merz Dental, Merz Hygiene and Merz Group Services with products ranging from prescription drugs and OTC products for health and wellness, materials for dentists and dental technicians to hygienic products for medical disinfection and cleaning. Since 1908, the pursuit of new solutions and innovations has made Merz what it is today: an internationally successful, research-based company.</p>	<p>BioForm Medical, Inc. (Nasdaq: BFRM) is a medical aesthetics company focused on developing and commercializing products that enhance aesthetic procedures performed in dermatology and plastic surgery practices.</p>
<b>Headquarters</b>	Frankfurt, Germany	San Mateo, California (U.S.)
<b>Additional Operating Locations</b>	Austria, Canada, France, Great Britain, Italy, Japan, Mexico, Russia, Spain, Switzerland, Greensboro, North Carolina (U.S.)	<p>Manufacturing, Distribution &amp; other Operations: Franksville, Wisconsin (U.S.)  Sales &amp; Marketing: The Netherlands, Asia</p>
<b>Employees</b>	1,745 (Approximately 150 in the U.S.)	320 (Approximately 270 in the U.S.)
<b>Core Aesthetics Products</b>	<p>Belotero® filler (wrinkles)  Bocouture® Neuromodulator (wrinkles)  Hyal-ACP® (wrinkles)  Hyal-System® (wrinkles)  Novabel® filler (wrinkles)</p>	<p>RADIESSE® wrinkle filler (wrinkles)  RADIESSE® dermal filler (HIV associated facial lipotrophy)</p>
<b>Other Core Products</b>	<p>Axura® / Namenda® / Ebixa® (Alzheimer's)  Contractubex® &amp; Mederma® (scars)  Hepa-Merz® (liver-related brain impairment)  Naftin® / Pilocin® (fungal diseases)  Pantogar® / Pantovigar® (hair loss)  PK-Merz® (Parkinson's)  tetesept® (OTC drugs)  Bocouture® / XEOMIN® (Blepharospasm; cervical dystonia of a predominantly rotational form)</p>	<p>Coaptite® (injectable implant used in the treatment of stress urinary incontinence in adult females)  RADIESSE® Voice (vocal fold insufficiency)  RADIESSE® Voice Gel (vocal fold insufficiency)</p>
<b>Pipeline</b>	<p>Belotero® (filler line) (Phase III (U.S.))  Bocouture® / XEOMIN® (Phase III (U.S.))  Neramexane (Phase III)  Novabel® (filler line) (Phase III (U.S.))  Mederma Stretch Mark Therapy (March 2010 launch (U.S.))</p>	<p>Polidocanol/Aethoxysklerol® (NDA filed (U.S.))  BioGlue® Aesthetic Medical Adhesive (feasibility study (U.S.))</p>

<b>Management Teams</b>	Dr. Martin Zügel – Chairman of the Merz Management Board Hartmut Erlinghagen – Chief Administrative Officer Dr. Matthias A. Vogt – Chief Financial Officer Jack Britts – President and Chief Executive Officer of Merz Pharmaceuticals, LLC and Merz Inc. (U.S.)	Steve Basta – Chief Executive Officer Dennis Condon – President and Chief Business Officer Adam Gridley – Sr. VP Corporate Development Pat Altavilla – VP Marketing & General Manager of BioForm Europe Lisa Cheskin – VP Clinical Affairs Dean Erickson – VP Manufacturing & General Manager of Wisconsin Operations Mary Furman – VP Human Resources Chris Holmes – VP Sales Fred Lwee – VP Finance & Principal Financial Officer Jim Miller – VP Regulatory Affairs & Quality Assurance Freddie Park – VP Legal Affairs Brian Pilcher Ph.D. – VP Medical Affairs & Clinical Education
<b>Revenues (FY 09)<sup>1</sup></b>	US\$828,669,000 (€589,800,000)	US\$66,518,000 (€47,344,000)
<b>Revenue by Geography (FY 09)<sup>1</sup></b>	Germany: US\$263,859,000 (€187,800,000) Rest of Europe: US\$230,982,000 (€164,400,000) U.S.: US\$310,224,000 (€220,800,000) Other regions: US\$23,604,000 (€16,800,000)	U.S.: US\$53,651,000 (€38,186,000) International: US\$12,867,000 (€9,158,000)
<b>R&amp;D Investment (FY 09)<sup>1</sup></b>	US\$185,460,000 (€132,000,000)	US\$9,551,000 (€6,798,000)
<b>Strategic Partnerships</b>	<ul style="list-style-type: none"> <li>Merz – Forest Laboratories, Lundbeck A/S</li> <li>BioForm Medical – Boston Scientific, CryoLife, Kreussler</li> </ul>	
<b>Transaction Terms</b>	<ul style="list-style-type: none"> <li>Total equity value: US\$253 million (€177 million)<sup>2</sup> in cash</li> <li>Cash price per BioForm Medical share: US\$5.45 <ul style="list-style-type: none"> <li>– 55% premium over 30-day BFRM average closing stock price</li> <li>– 60% over BioForm Medical closing stock price on December 31, 2009</li> </ul> </li> </ul>	
<b>Time to Close</b>	Expected to close in the first quarter of calendar year 2010; Conditioned on the tender of a majority of the outstanding shares of BioForm Medical common stock, regulatory approvals and other customary closing conditions	
<b>Website</b>	www.merz.com	www.bioform.com

<sup>1</sup> €1 = US\$1.405. Based on exchange rate at 6/30/09

<sup>2</sup> €1 = US\$1.433. Based on exchange rate at 12/31/09