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Horizon Pharma plc Partners with Global Genes® to Unite the Rare Disease Community at the Biotechnology Innovation Organization (BIO) International Convention

Text the Word "RARE" to 565-12 to Generate a Donation to Global Genes

DUBLIN, Ireland, June 20, 2017 (GLOBE NEWSWIRE) -- Horizon Pharma plc (NASDAQ:HZNP), a biopharmaceutical company focused on improving patients' lives by identifying, developing, acquiring and commercializing differentiated and accessible medicines that address unmet medical needs, today kicked-off a campaign, in partnership with Global Genes®, to raise awareness of the significant unmet need and challenges facing individuals and families living with rare diseases. This milestone collaboration between Horizon Pharma and Global Genes, an organization that has provided hope and support to people living with rare diseases since 2009, was announced at the 2017 Biotechnology Innovation Organization (BIO) International Convention in San Diego.

Every time somebody texts the word "RARE" to 565-12, Horizon will donate \$1 (up to \$10,000) to Global Genes. Those who participate will receive a return text with a link to a mobile website where they can upload a photo to share what rare disease they are most passionate about supporting. Horizon will feature select photos on its *RAREis*TM [Instagram](#) page, and encourages individuals to join in raising awareness by posting their photo and message of rare disease support to their favorite social media channel using the hashtag "#RAREis".

"Everybody has the opportunity to contribute to Global Genes' mission to eliminate the challenges associated with rare disease," said Nicole Boice, founder and CEO of Global Genes. "From scientists in a lab working to uncover the next targeted compound for a genetic disease, to the pharmaceutical companies pushing forward with clinical research, to the people and their families living with rare diseases who participate in clinical trials, organize fundraisers and further elevate awareness and education about rare diseases. Today, Horizon is making it very easy to lend a hand and raise your voice."

Horizon Pharma makes medicines available for rare diseases that are particularly devastating and isolating, affecting as few as 500 people in the United States and 2,000 worldwide. In the United States, a condition is considered "rare" if it affects less than 200,000 people while other countries have different definitions based on population.¹

"At the BIO International Convention, Horizon Pharma joins innovators from throughout the healthcare sector in driving new approaches to healthcare challenges, and rare diseases are particularly daunting - there are more than 7,000 rare diseases and only 5 percent have approved treatment options," said Dave Happel, executive vice president, Orphan Business Unit, Horizon Pharma plc. "We are proud to kick off this important campaign at BIO, in partnership with Global Genes, to bring large and small biopharmaceutical companies, scientists, inventors, healthcare professionals and patient groups together to help elevate awareness of rare diseases."

About Horizon Pharma plc

Horizon Pharma plc is a biopharmaceutical company focused on improving patients' lives by identifying, developing, acquiring and commercializing differentiated and accessible medicines that address unmet medical needs. The Company markets 11 medicines through its orphan, rheumatology and primary care business units. For more information, please visit www.horizonpharma.com. Follow [@HZNPplc](#) on Twitter or view careers on our [LinkedIn](#) page.

About Global Genes®

Guided by its mission to eliminate the challenges of rare disease, Global Genes® is a leading rare disease patient advocacy organization with worldwide reach that serves and promotes the needs of patients and families touched by rare and genetic diseases. Since 2009, under the unifying symbol of HOPE and the Blue Denim Genes Ribbons®, Global Genes® has been building awareness, developing patient-focused education and advocacy tools, and funding patient care programs and early investigative research. For more information visit www.globalgenes.org. Join the RARE conversation! Follow [@GlobalGenes](#) on social media.

References:

1. Global Genes. "RARE Diseases: Facts and Statistics." Available at <https://globalgenes.org/rare-diseases-facts-statistics/>. Accessed June 19, 2017.

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