



Jaguar Animal Health Launches Commercial Website for Neonorm Foal & Neonorm Calf

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Neonorm.com allows online ordering and features in-depth product information for dairy and beef farmers, foal owners and veterinarians to help drive sales

SAN FRANCISCO--(BUSINESS WIRE)--Jun. 7, 2017-- Jaguar Animal Health, Inc. (NASDAQ: JAGX) (Jaguar), an animal health company focused on developing and commercializing first-in-class gastrointestinal products for companion and production animals, foals, and high value horses, and Napo Pharmaceuticals, Inc. (Napo), a human health company developing and commercializing novel gastrointestinal prescription products from plants used traditionally in rainforest areas, today announced Jaguar's launch of neonorm.com, a commercial website for Neonorm™ Foal and Neonorm™ Calf, Jaguar's lead non-prescription products.

Neonorm™ Foal is a natural, clinically-tested, non-drug product designed for use as an anti-diarrheal in newborn horses. Diarrhea is one of the most common clinical complaints in foals, especially within the first 30 days of life. The crippling effects of dehydration that often result from secretory diarrhea in foals can manifest quickly, precipitate adverse health effects and lead to death. Neonorm™ Calf has been formulated and clinically tested to help proactively retain fluid in dairy calves and reduce the severity of diarrhea—aiding calves in avoiding debilitating, dangerous levels of dehydration associated with scours.

[Neonorm.com](http://neonorm.com) allows online ordering of both Neonorm™ Foal and Neonorm™ Calf directly from Jaguar and features in-depth product information, customer testimonials, and FAQs to help drive sales. The new site is a component of the integrated, multichannel marketing initiatives Jaguar launched during the first half of 2017 in support of Jaguar's Neonorm™ commercial strategy of connecting directly with dairy and beef farmers, bovine veterinarians, equine veterinarians, horse owners and other members of the equine community in a targeted, engaging way to help build the Neonorm™ brand and drive sales—both directly and through Jaguar's core dairy market distributor as well as Henry Schein, Inc., Jaguar's exclusive distributor for Neonorm™ Foal.

Sample customer testimonials appearing on [Neonorm.com](http://neonorm.com):

- “My experience was very positive. Used Neonorm™ Foal on two different thoroughbred foals and it was effective on both. Thanks!” - Tim Tompkins, Oak Orchard Farms
- “We saw Neonorm™ Foal advertised on an RFD-TV show and talked with our vet about it. We bought it as an ‘in-case-we-need-it’, we feel it’s very inexpensive insurance to have on hand!” - Mike and Teresa Thompson, MT Acres, LLC
- “We’ve used Neonorm™ Calf on close to 100 calves and it is working really well.” - Chelsea Lavoie, Metcalf Farm

[Neonorm.com](http://neonorm.com) also features ongoing monthly “Selfie Contests” designed to drive engagement with existing and prospective [Neonorm™ Foal](http://neonorm.com) and [Neonorm™ Calf](http://neonorm.com) customers. To enter the contests, registered site visitors upload a selfie photo of themselves with a dairy or beef calf, or a selfie photo of themselves with their foal. Contest winners are determined based on votes cast by other registered site visitors for uploaded photos.

Neonorm™ is a standardized botanical extract derived from the *Croton lechleri* tree that acts at the same last step in a physiological pathway generally present in mammals. Foaling season in the northern hemisphere generally runs from May through September, while calf scours season in the U.S. generally runs from March through June.

Proposed Merger

As announced March 31, 2017, Napo and Jaguar have entered a definitive merger agreement. The proposed merger of Jaguar and Napo remains subject to customary conditions to closing. Upon the consummation of the merger, Jaguar's name will be changed to Jaguar Health, Inc., and Napo will operate as a wholly-owned subsidiary of Jaguar, focused on human health. As previously stated, Jaguar and Napo expect the merger to close by the end of July 2017.

About Napo Pharmaceuticals, Inc.

San Francisco-based Napo Pharmaceuticals, Inc. focuses on the development and commercialization of proprietary pharmaceuticals for the global marketplace in collaboration with local partners.

For more information, please visit www.napopharma.com.

About Jaguar Animal Health, Inc.

Jaguar Animal Health, Inc. is an animal health company focused on developing and commercializing first-in-class gastrointestinal products for companion and production animals, foals, and high value horses. Canalevia™ is Jaguar's lead prescription drug product candidate, intended for the treatment of various forms of diarrhea in dogs. Equilevia™ (formerly referred to as SB-300) is Jaguar's prescription drug product candidate for the treatment of gastrointestinal ulcers in horses. Canalevia™ and Equilevia™ contain ingredients isolated and purified from the *Croton lechleri* tree, which is sustainably harvested. Neonorm™ Calf and Neonorm™ Foal are Jaguar's lead non-prescription products. Neonorm™ is a standardized botanical extract derived from the *Croton lechleri* tree. Canalevia™ and Neonorm™ are distinct products that act at the same last step in a physiological pathway generally present in mammals. Jaguar has nine active investigational new animal drug applications, or INADs, filed with the FDA and intends to develop species-specific formulations of Neonorm™ in six additional target species, formulations of Equilevia™ in horses, and Canalevia™ for cats and dogs.

For more information about Jaguar, please visit www.jaguaranimalhealth.com.

Forward-Looking Statements

Certain statements in this press release constitute "forward-looking statements." These include statements regarding the proposed merger between Jaguar and Napo, the expectation that the proposed merger will close by the end of July 2017, Jaguar's intention to develop species-specific formulations of Neonorm™ in additional target species, and Jaguar's plan to develop formulations of Canalevia™ for cats, horses and dogs. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expect," "plan," "aim," "anticipate," "could," "intend," "target," "project," "contemplate," "believe," "estimate," "predict," "potential" or "continue" or the negative of these terms or other similar expressions. The forward-looking statements in this release are only predictions. Jaguar has based these forward-looking statements largely on its current expectations and projections about future events. These forward-looking statements speak only as of the date of this release and are subject to a number of risks, uncertainties and assumptions, some of which cannot be predicted or quantified and some of which are beyond Jaguar's control. Except as required by applicable law, Jaguar does not plan to publicly update or revise any forward-looking statements contained herein, whether as a result of any new information, future events, changed circumstances or otherwise.

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