

# A novel topical treatment for **onychomycosis**

– introducing **Terclara®**



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Redeye commercialization in Life Science,  
Stockholm

Anna Ljung, CEO

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# Potential new global market leader in Onychomycosis

Terclara® is a **new topical** treatment for nail fungus based on terbinafine

Market approvals in place in **13 European countries**

Very successful launch in Scandinavia, European rollout ongoing

# Oral terbinafine is the gold standard for treatment of toenail fungus

Terclara® delivers terbinafine directly and effectively to the nail

x40

terbinafine in nailbed with Terclara® vs levels seen with oral treatment\*

x1,000

less terbinafine with Terclara® (MOB-015) in plasma vs levels seen with oral treatment\*

76%

mycological cure\*

\* Moberg Pharma Phase II & III clinical studies



# Why does Terclara® **win with patients?**

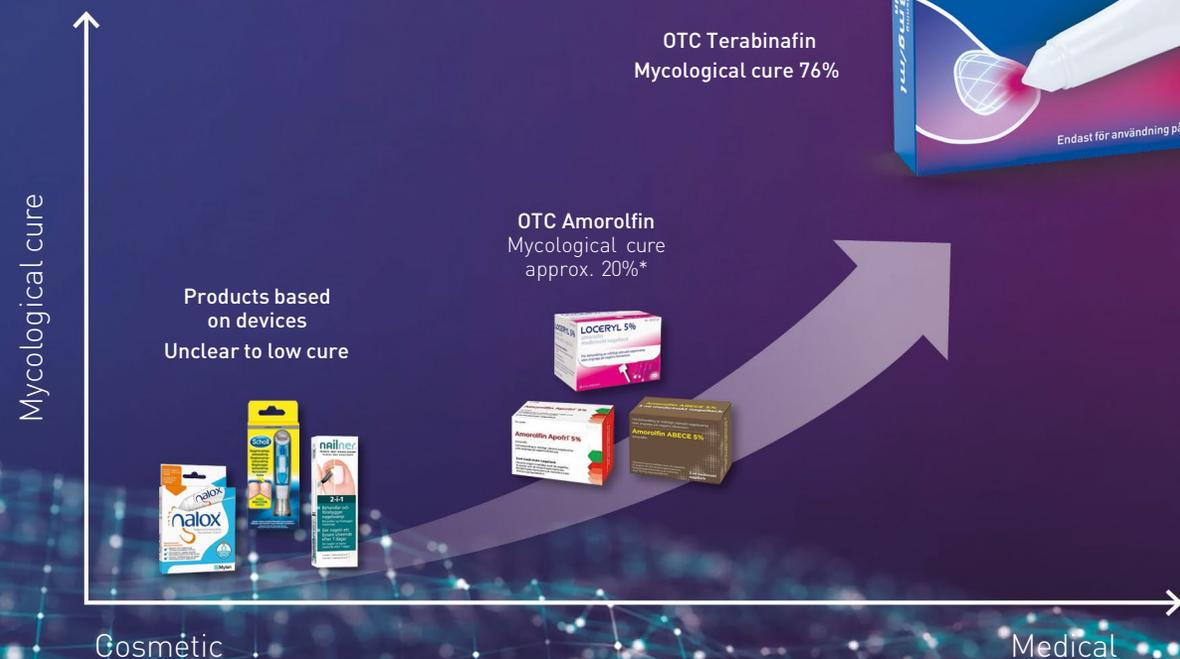
- ▶ Kills the fungus
- ▶ It is safe
- ▶ Easy to apply
- ▶ Quick visible improvement

\* Mantap marketing survey, 2023

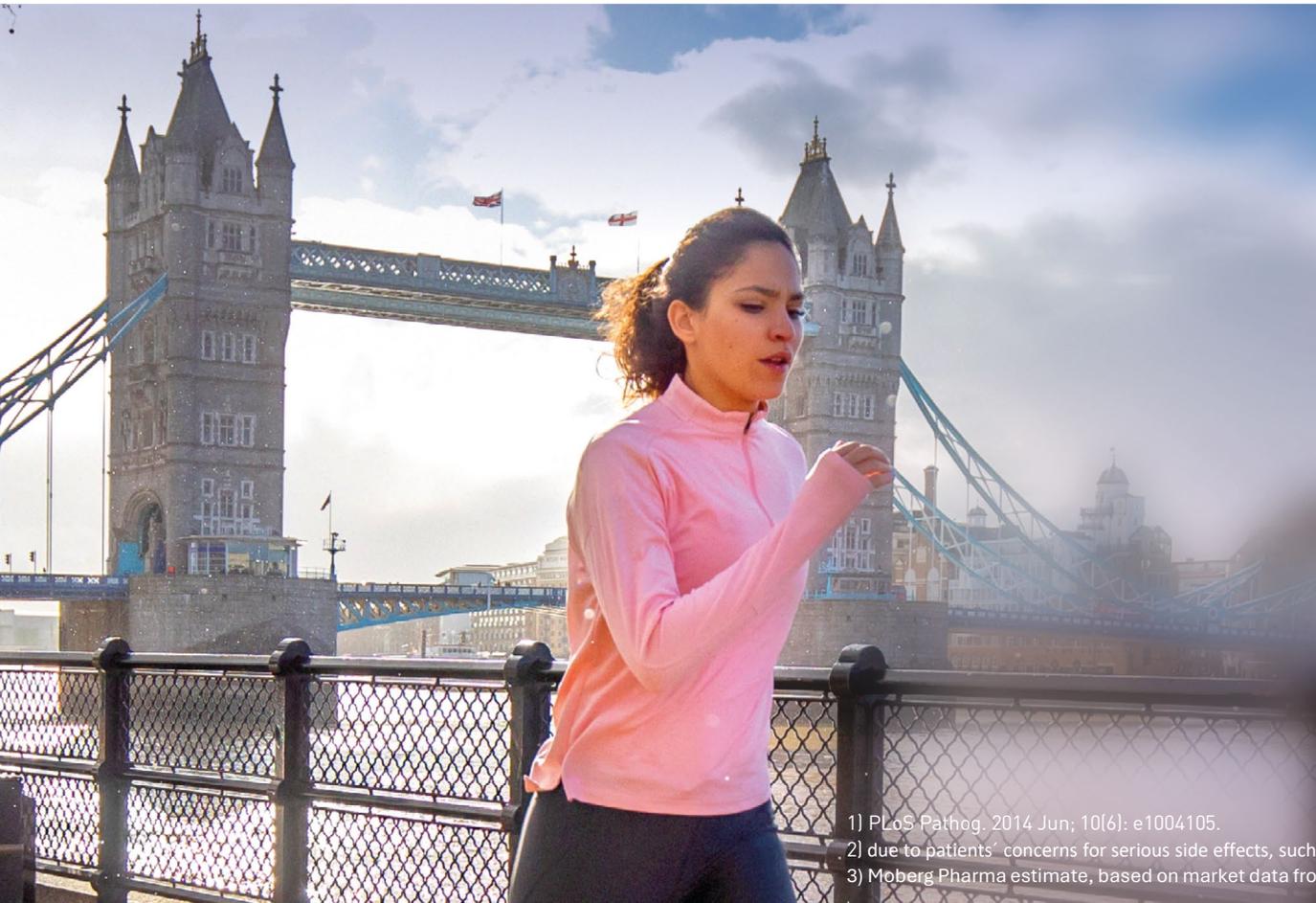


# Strong premium position from true advantage

Terclara´s mycological cure rate  
allows for a price premium



# 70+ million patients in Europe need better treatment for nail fungus



10%

of the population  
suffer from nail  
fungus<sup>1</sup>

7/10

doctors avoid  
prescribing  
terbinafine tablets<sup>2</sup>

USD 2bn

global onychomycosis market.<sup>3</sup>

1) PLoS Pathog. 2014 Jun; 10(6): e1004105.

2) due to patients' concerns for serious side effects, such as liver toxicity and drug-drug interactions, LifeSci Physician Survey, April 4, 2017

3) Moberg Pharma estimate, based on market data from Symphony Health Solutions (US Rx sales), Symphony IRI (US OTC sales), and market data from Moberg Pharma's partners.

# Strong drivers behind underlying market growth

1. High prevalence
2. Aging population
3. Lifestyle factors
4. Growing aesthetic concerns
5. Rising awareness and willingness to treat

\* Grand View Research, Mordor Intelligence, GMI, Research & Markets



# Terclara® expands the market



Terclara's **strong proposition for consumers** unlocks the market growth potential

100% prevalence  
= 100% usage



# Terclara® maintains its market leading position in Sweden as second launch year progresses

Terclara® has become the **clear market leader** and driven category **growth** – in a highly competitive market

11%

Increase in Terclara® market share year-on-year

42%

Terclara® value share

35%

Terclara® volume share no. of units

# Awarded 'Launch of the year' 2024 by major Swedish pharmacies

**DOZ pharmacy chain:** 'A world class launch that has revitalized the category. The product has quickly become a market leader, driving progress forward and helping us gain market share. With the support of educational materials, we have together ensured that both staff and customers are well-informed about the product.'

**Kronan pharmacy chain:** 'Since launch, the product has impressed with its innovative technology, user-friendly design and an incredible media impact. It has quickly become a favorite among both consumers and experts, as confirmed by impressive sales figures. The product has set a new standard in the market, and we are confident that it will continue to impress within its category.'



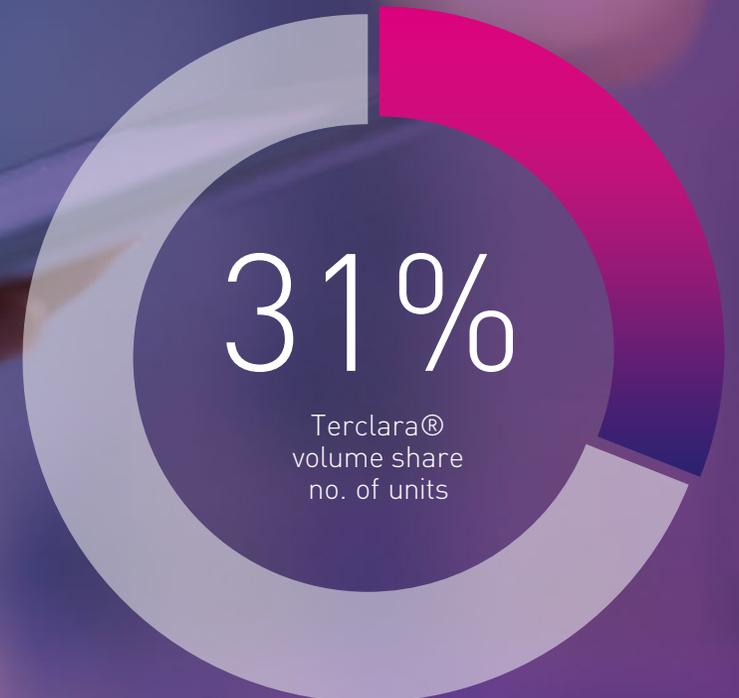
# Terclara® market leader also in Norway



despite consumer marketing only commencing in April

Terclara® launch nominated for “Launch of the Year 2025” by the pharmacy chains Apotek 1 and Alliance Healthcare

Builds on the same proven model as the Swedish launch: broad pharmacy distribution, targeted marketing, and close collaboration with healthcare professionals.



# Strong commercial partners in place



- Partners in place for Europe, Canada, Scandinavia, Israel
- Latest addition: Karo Healthcare, a capable partner with global reach
  - Lamisil®: The leading global brand for onychomycosis
  - Established distribution across all major pharmacies
  - Proven ability to manage both Rx and OTC markets, including OTC switches
  - Agreement covers 19 countries, including all approved markets\*, Europe's top 5, reaching 500 million citizens

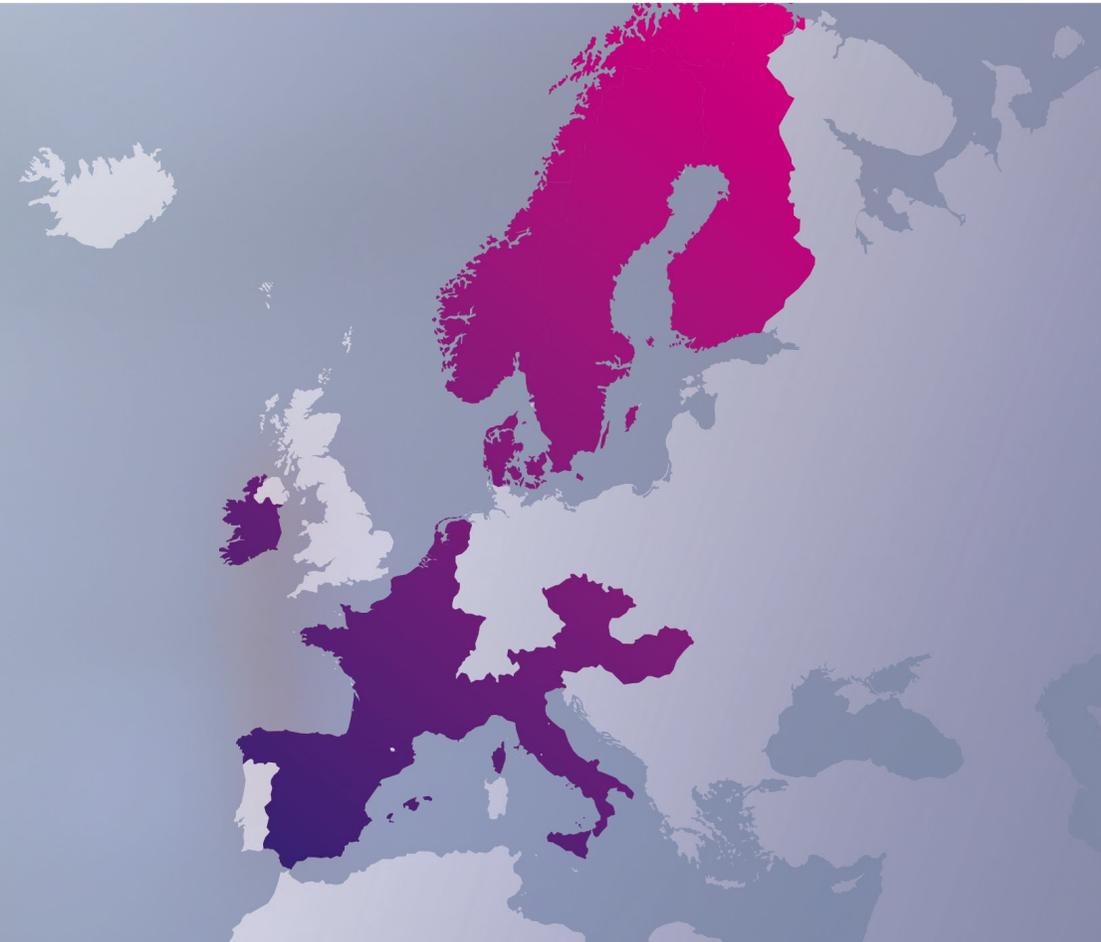
\*Except Sweden and Norway, where Allderma remains as partner.

# Terclara® is approved in **13 European** countries

## Market approvals

- Austria - OTC
- Belgium - OTC
- Czech Rep. - Rx
- Denmark - Rx
- Finland - Rx
- France - Rx
- Hungary - OTC
- Ireland - Rx
- Italy - OTC
- Netherlands - OTC
- Norway - OTC
- Spain - Rx
- Sweden - OTC

Pipeline of **additional approvals**  
for all major markets in Europe



Behind Terclara:

# Moberg Pharma, a **pharma company** with a strong track record

- Moberg Pharma's R&D is based on discoveries of late Dr. Sven Moberg of Sahlgrenska University Hospital in Gothenburg, Sweden.
- All Moberg Pharma products contains a patented keratolytic carrier which also promotes the visible improvement of the nail
- Not a lacquer, no need for filing of the nail or removal of lacquer
- Global patent protection until 2032 and additional ongoing patent applications
- Moberg Pharma has previously successfully launched Nalox®/Naloc® in the EU and Kerasal Nail® in the US
- Moberg Pharma is listed on the OMX SE stock exchange



# Executive summary

- ▶ Unprecedented ability to kill dermatophytes: 76% of patients became fungus free, in two phase 3-studies (800+ patients)
- ▶ Terbinafine, the gold standard active for nail fungus treatment, directly and effectively delivered to the nail
- ▶ Strong premium position from true competitive advantage: Targeting category leadership with USD 250-500m potential global product sales
- ▶ Terclara® became the market leader in Sweden and Norway instantly after starting consumer marketing
- ▶ Partners in place for Europe, Canada, Scandinavia, Israel
- ▶ Proven commercial track record from Kerasal Nail® – built SEK 440 million franchise in US
- ▶ Approved in 13 European markets, more pending



Thank you!



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