



PRESS RELEASE JULY 10<sup>th</sup> 2012

## **MOBERG DERMA TOWARDS MARKET LEADING POSITION IN U.S. – Walmart more than doubles the distribution of Kerasal<sup>®</sup> Nail**

**The number of Walmart stores selling Kerasal<sup>®</sup> Nail in U.S. rises from 1 300 to 3 500 stores in August 2012. Walmart is one of the leading U.S. retail chains and the increased distribution is an important step towards Moberg Derma's goal of Kerasal<sup>®</sup> Nail becoming the market leader in the U.S..**

Moberg Derma's has through its U.S. distributor Alterna LLC increased the distribution of Kerasal<sup>®</sup> Nail at Walmart. The number of Walmart stores selling the product increases from 1 300 to 3 500 stores in August 2012, which includes almost all stores in the country.

*"Walmart's decision to increase the distribution is an important step towards our goal of becoming the market leader in the U.S.. Sales have started strongly and Kerasal<sup>®</sup> Nail has reached a top-3 sales position within the product category",* says Peter Wolpert, CEO and founder of Moberg Derma.

Kerasal<sup>®</sup> Nail was launched in the U.S. late 2011 and Walmart was the first retail chain to sell Kerasal<sup>®</sup> Nail in the U.S, where damaged and discolored nails are very common. About 30 – 40 million Americans suffer from the problem.

### **About Nalox<sup>™</sup>/Kerasal<sup>®</sup> Nail and nail diseases**

Nalox<sup>™</sup> is a topical treatment used to treat nail disease. Launched in the Nordic region in autumn 2010, it quickly became market leader. Nalox<sup>™</sup> is a prescription free, over-the-counter product sold under the name Emtrix<sup>®</sup> in certain markets and under the name Kerasal<sup>®</sup> Nail in the U.S. Safety and efficacy have been demonstrated in several clinical studies including more than 600 patients. Nalox<sup>™</sup> has a unique and rapid mechanism of action which brings visible improvements within 2-4 weeks of treatment. Nail fungus is the most common nail disease and afflicts approximately 10% of the general population and increasing with age. The estimated global market potential exceeds USD 1 billion. The untapped potential is significant since many patients remain untreated. It is generally recognized that there is a need for new efficacious and safe topical treatments.

### **For further information, please contact:**

Peter Wolpert, President and CEO  
Telephone: +46 8 522 307 00  
Mobile: +46 735 71 35  
E-mail: [peter.wolpert@mobergderma.se](mailto:peter.wolpert@mobergderma.se)

Magnus Persson, IR  
Mobile: +46 73-355 26 01  
E-mail: [magnus.persson@mobergderma.se](mailto:magnus.persson@mobergderma.se)

### **About this information**

Moberg Derma discloses the information provided herein pursuant to the Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication on at 8:30 am (CET) on July 10<sup>th</sup>, 2012.

### **About Moberg Derma**

Moberg Derma AB (publ), based in Stockholm, develops patented topical pharmaceuticals for the treatment of common disorders through the use of innovative drug delivery. The company's products are based on proven compounds, which reduce time to market, development costs and risk. Moberg Derma's first product Nalox<sup>™</sup>/Emtrix<sup>®</sup> - for nail disorders - became the Nordic market leader directly after launch in autumn 2010 and international launch is ongoing. The portfolio includes approved and launched products to projects in the preclinical and clinical phase. The share of Moberg Derma is quoted on the Small Cap list of the NASDAQ OMX Nordic Exchange Stockholm. For further information, please visit: [www.mobergderma.se](http://www.mobergderma.se)