



PRESS RELEASE

Terclara is the market leader in Sweden

Moberg Pharma AB (OMX: MOB) announces that Terclara® is the market leader in Sweden for the month of April, the first full month the product is available with promotion. The aim for the launch in Sweden was to achieve a market-leading position, which has already been accomplished.

One and a half months after starting consumer marketing, Terclara® has reached a market leading position, both in value and units, with a 36% market share in value and 31% market share in units in April. Additionally, the introduction of Terclara® has led to a 52% growth in the total market compared to the same period last year.¹

Terclara® has been available on Swedish pharmacy shelves since February this year. In parallel with the pharmacies filling up the shelves, work was ongoing in February and March to inform physicians and pharmacists about the unique benefits of Terclara®. Subsequently, the focus shifted to the end consumer, including digital marketing from mid-March and TV advertising starting April 1. Significant emphasis has also been placed on positioning and marketing in pharmacies.

"I am very pleased with the launch together with our partner Allderma. Terclara® is now available for those who want to begin the journey towards attractive, fungus-free nails before sandal season and summer vacation. It is an achievement to quickly reach a market-leading position, and the team in Allderma once again demonstrates that they are an excellent partner in our home market." says Anna Ljung, CEO of Moberg Pharma. Allderma is led by the key individuals responsible for the launch of Moberg Pharma's first generation nail fungus product, Nalox®, in the Nordic region.

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About this information

The information was submitted for publication, through the agency of the contact person set out above, on May 20th, 2024, at 8.00 am CEST.

About MOB-015 and Onychomycosis

Approximately 10% of the general population suffer from onychomycosis and a majority of those afflicted go untreated. The global market opportunity is significant with more than hundred million patients worldwide and a clear demand for better products. Moberg Pharma estimates the annual worldwide peak sales potential for MOB-015 to be in the range of USD 250-500 million.

MOB-015 is an in-house developed topical formulation of terbinafine, enabling effective concentrations of terbinafine to the nail and nail bed while avoiding the risk of systemic exposure seen with oral terbinafine use. Oral terbinafine is currently the gold standard for treating onychomycosis but associated with safety issues, including drug interactions and liver damage. MOB-015 has been granted marketing authorization in 13 countries and is launched during spring 2024 in Sweden under the brand name Terclara®. The approval is supported by two Phase 3 trials where MOB-015 demonstrated superior levels of mycological cure (76% vs up to 42% for comparators), and a significantly better complete cure rate compared to vehicle, without any serious adverse reactions.

About Moberg Pharma, www.mobergpharma.com

Moberg Pharma AB (publ) is a Swedish pharmaceutical company focused on commercializing proprietary innovations based on drug delivery of proven compounds. The Company's asset, MOB-015, is a novel topical treatment for onychomycosis with market approval in 13 EU countries. MOB-015 is available in Sweden under the brand name Terclara®. Data from phase 3 clinical trials in more than 800 patients for MOB-015 indicate that the product has the potential to become the future market leader in onychomycosis. Moberg Pharma has agreements with commercial partners in place

¹ Source: IQVIA MIDAS, Pharmacy Sell-Out data, April 2024



in various regions including Europe and Canada. Moberg Pharma is headquartered in Stockholm and the Company's shares are listed on the Small Cap list of the Nasdaq Stockholm (OMX: MOB).