



PRESS RELEASE
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Terclara® (MOB-015) is now being launched in Norway

Moberg Pharma AB (OMX: MOB) and Alderma today announce that the launch of Terclara® (MOB-015) is ongoing in Norway. The launch marks an important step in both companies' commercial strategy and builds on the successful launch in Sweden, where Terclara® is the market leader.

As announced on December 18, 2024, Moberg Pharma has qualified a new terbinafine supplier, which was a prerequisite for the launch in Norway to take place in 2025. Moberg Pharma has already secured enough terbinafine for initial launch, and with the new terbinafine manufacturer, the company is now confidently moving forward with the rollout of Terclara in Norway.

The experience from Sweden gives us strong confidence in the Norwegian market, and the launch of Terclara® in Norway follows the same approach as in Sweden. The first deliveries to pharmacies are expected in February, followed by targeted information campaigns for pharmacy staff and healthcare professionals. In parallel, consumer marketing will intensify ahead of the peak season, when the demand for nail fungus treatment traditionally increases.

"The launch of Terclara® in Norway is a milestone for our expansion in the European market. Alderma has proven to be a highly capable partner that has delivered strong results in Sweden. We have great confidence in their ability to replicate this success in the Norwegian market," says Anna Ljung, CEO of Moberg Pharma AB.

"We are proud to now be able to start the launch in Norway. The experience from Sweden has been invaluable in ensuring a successful launch and we are confident that the product will secure a strong position in the Norwegian market," says Mimmi Frölén, CEO of Alderma AB.

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About this information

The information was submitted for publication, through the agency of the contact person set out above, on February 3, 2025, at 8.00 am CET.

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 drug MOB-015 is a novel topical treatment for onychomycosis (nail fungus) with market approval in 13 EU countries. MOB-015 is sold in Sweden under the brand name Terclara® and is available at all pharmacy chains. Phase 3 clinical trials for MOB-015 involving more than 800 patients indicate that the product has the potential to become the future market leader in onychomycosis. Moberg Pharma has agreements with commercial partners in place in various regions including Europe and Canada. Moberg Pharma is headquartered in Stockholm and the company's shares are listed under Small Cap on Nasdaq Stockholm (OMX: MOB).

About Alderma Pharmaceuticals, www.alderma.se

Alderma Pharmaceuticals is a Swedish pharmaceutical company that since 2001 develops, sells and markets over the counter and self-care products. The range spans a number of different treatment areas, with a focus and expertise in dermatology. Founder Hans Svartholm started Alderma after working in the pharmaceutical industry for many years. The idea was simple and still applies it should be easy to find an effective and safe product for the most common skin problems. Alderma emphasizes and invests in information for healthcare providers, pharmacists, doctors and consumers. Product specialists work continuously to be a spear head in research and innovation within dermatology. Alderma has been part of 3iM Invest AB's investment area Consumer Healthcare since 2020.