

PRESS RELEASE
STOCKHOLM, JUNE 16th, 2025

Terclara market leader also in Norway

Moberg Pharma AB (OMX: MOB) announces that Terclara[®], the company's innovative drug for treatment of nail fungus, is now the market leader also in Norway. This means that Terclara[®] is now the leading product in both Sweden and Norway, a testament to the product's strong impact among both pharmacies and consumers.

Terclara[®] was launched in Norway in collaboration with our partner Alderma. *"We are proud to announce that the Norwegian success follows the highly successful Swedish launch and is built on the same proven model: a combination of broad distribution via all pharmacy chains, targeted marketing and close collaboration with health care professionals and the pharmacy sector."* says Mimmi Frölén, CEO of Alderma.

As consumer sell-out data is not reported in Norway, the market leadership is based on sell-in data to pharmacies. Terclara[®] recorded the highest sell-in within its segment both in May (market share: 48% by value, 45% by units) and April (38% by value, 35% by units). As in Sweden last year, the launch in Norway was timed ahead of peak season, with pharmacy deliveries beginning in February and consumer marketing starting at the end of March 2025. Despite the short time since launch, Terclara[®] has already achieved market leadership for the full period January–May 2025, with a market share of 32% by value and 29% by units.¹

"We are very pleased to have already achieved our goal of becoming the market leader also in Norway," says Anna Ljung, CEO of Moberg Pharma. *"This is clear evidence that our launch strategy is working and that demand for effective topical treatments is strong across multiple markets."*

For additional information, please contact:

Anna Ljung, CEO, telephone: +46 70 766 60 30, e-mail: anna.ljung@mobergpharma.se

About this information

The information was submitted for publication, through the agency of the contact person set out above, on June 16th, 2025, at 8.00 am CEST.

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 and Norway 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.

¹ Source: IQVIA MIDAS, Pharmacy Sell-In data, Jan-May 2025