



PRESS RELEASE

Moberg Pharma announces launch in Japan and provides market update for Kerasal Nail and Emtrix

STOCKHOLM, June 28th, 2016. Moberg Pharma AB (OMX: MOB) today announced that its partner, Menarini Asia-Pacific, recently initiated the launch of Emtrix[®] in Japan and that the initial consumer response has been strong. In the U.S., Kerasal Nail[®] has further increased its market share following the recent repositioning of the brand.

The roll-out of the global launch of Kerasal Nail/Emtrix is continuing. Recent highlights include:

- The launch has been initiated in a part of Japan by Moberg Pharma's partner Menarini Asia-Pacific. The initial consumer response has been strong with sales from pharmacies exceeding expectations. Moberg Pharma's distribution agreement with the Menarini Group – a top 40 global pharmaceutical company - includes Italy, China, Japan, Russia and eight countries in Southeast Asia.
- During the spring, the launch in Taiwan was initiated with very positive results. In April, Emtrix became the market leader.
- In the U.S., positive consumer response to the repositioning of Kerasal Nail has resulted in an all-time high market share. For the 4 last weeks ending May 15, Kerasal Nail reached 27% market share and was a key driver to reversing the trend of the OTC fungal nail category. Retail sales of Kerasal Nail grew by 28.4% in the last 4 weeks (+12.3% in last 12 weeks) and the category as a whole grew by 3.2% (decline by -4.5% in L12W)*. It should be noted that there normally is a lag between changes in retail sales and the company's net sales.

*U.S. retail sales of nail fungus products excluding private label in Multioutlet Stores over the last 4 and 12 weeks ending May 15, 2016 as reported by SymphonyIRI.

"We are very pleased with the progress of the global launch of Kerasal Nail/Emtrix. The recent and immediate success achieved in important markets like Japan and Taiwan is indicative of the significant potential of Kerasal Nail/Emtrix in this dynamic region. We expect the region to become an even more important contributor to revenues and earnings." said Martin Ingman, VP Sales & Marketing Moberg Pharma AB.

"The overwhelmingly positive consumer response to the brand repositioning and new marketing campaign launched in early 2016 confirms our hypothesis that the clinically proven visible difference that Kerasal Nail provides is a key benefit that consumers value highly. Kerasal Nail continues to be an important growth driver in the OTC segment with a meaningful message able to breakthrough and be heard", said Jeff Vernimb, GM of Moberg Pharma North America.

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About this information

Moberg Pharma discloses this information pursuant to the Swedish Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 8.30 a.m. (CET) on June 28, 2016.

About Kerasal Nail[®]/Emtrix[®] and nail disease

Kerasal Nail is a topical treatment for fungal nails. Launched in late 2010, it quickly became the market leader in the Nordics and recently also the best-selling product in its category in the U.S. The international launch is under way via a proprietary sales organization in the U.S. and ten partners that hold rights for 50 markets, including the major EU



markets, China, Southeast Asia, Turkey, Japan and Russia. Kerasal Nail is a prescription-free, over-the-counter product sold under the names Kerasal Nail[®], Emtrix[®] and Naloc[®]/Nalox[™]. Safety and efficacy have been demonstrated in several clinical studies including more than 600 patients. Kerasal Nail 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. The condition afflicts approximately 10 percent of the population and is more common among the elderly. It is generally recognized that there is a need for new efficacious and safe topical treatments.

About Moberg Pharma, www.mobergpharma.com

Moberg Pharma AB (publ) is a rapidly growing Swedish pharmaceutical company with OTC sales operations in the U.S. and a distributor network in more than 40 countries. The company's portfolio includes the OTC brands Kerasal[®], Kerasal Nail[®], Balmex[®] and Domeboro[®]. Kerasal Nail[®] (Emtrix[®] or Nalox[™] in certain markets) is a leading OTC treatment of nail disorders in the U.S., Canada and several EU markets and is currently being launched in Southeast Asia. The company is growing organically as well as through acquisitions. Internal development programs focuses on innovative drug delivery of proven compounds and include two clinical stage assets, MOB-015 (onychomycosis) and BUPI (pain management in oral mucositis). Moberg Pharma has offices in Stockholm and New Jersey and the company's shares are listed on the Small Cap list of the NASDAQ OMX Nordic Exchange Stockholm (OMX: MOB).