



PRESS RELEASE, November 25th, 2013

Kerasal NeuroCream™ sales off to a good start - Leading drugstore chain Walgreens intends to significantly expands distribution

Walgreens has decided to increase the number of stores selling Kerasal Neurocream™ in U.S. from approximately 1 000 to 7 000 stores. Walgreens is the leading drugstore chain in the U.S. and the increased distribution is an important step towards establishing this innovative product in the marketplace.

Kerasal Neurocream™ was launched in September 2013 and sales are off to a good start. Consumer response on advertising has been excellent as well as product feedback from retailers and consumers. The added distribution means that Kerasal Neurocream™ has full distribution at major retailers Walgreens, Walmart, CVS and Rite-Aid, bringing the total store count to more than 21 000. The added distribution is expected to contribute to revenues and earnings in 2014.

"I am very pleased with the expanded distribution and the positive reception of Kerasal NeuroCream™ from consumers. Kerasal NeuroCream™ strengthens the Kerasal® brand, our leadership in the topical OTC foot care space in the U.S. and our value to retail partners", said Steve Cagle, CEO of Moberg Pharma North America.

"Kerasal NeuroCream's™ strong performance in its first few months confirms our strategy. Effective marketing operations in the U.S in combination with our innovation engine continue to deliver value through differentiated products that consumers appreciate", said Peter Wolpert, CEO of Moberg Pharma AB.

About Kerasal NeuroCream™ and foot pain

Approximately 30 million Americans experience frequent foot pain¹ and many simultaneously suffer from cold feet and dry skin. Painful, cold, dry feet may be associated with various conditions, including diabetes, fibromyalgia, shingles, arthritis, joint pain, muscle strain, or trauma. Kerasal NeuroCream™ is a triple action formula that relieves stabbing, burning, tingling foot pain, warms cold feet, and soothes and moisturizes dry skin. Kerasal NeuroCream™ is easily applied with a "no mess" foam applicator. The active ingredients of Kerasal NeuroCream™, capsaicin and camphor, have a well-established use as topical pain relievers, are naturally occurring and derived from plants. Moberg Pharma has utilized its Fusome® skin delivery system, currently used in Moberg's JointFlex® Pain Relieving Cream, to formulate Kerasal NeuroCream™, enabling a rapid delivery of effective pain relievers to the source of pain.

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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 08.30 am (CET) on November 25, 2013.

About Moberg Pharma AB

Moberg Pharma AB (publ) is a rapidly growing Swedish pharmaceutical company with direct sales through its own sales organization in the US and sales through distributors in more than 40 countries. The company's product portfolio includes topical products for the treatment of skin disorders and pain under the brands Kerasal®, Jointflex®, Kerasal Nail® and Kaprolac®. Kerasal Nail® (Nalox™ in many markets) is the leading product for the treatment of nail disorders in the Nordic market. The portfolio is developed further through acquisitions and in-licensing of products as well as product development with focus on innovative drug delivery based on proven compounds. Moberg Pharma has offices in Stockholm and New Jersey and the company's share (OMX: MOB) is listed on the Small Cap list of the NASDAQ OMX Nordic Exchange Stockholm. For further information, please visit: www.mobergpharma.com.

¹ The population prevalence of foot and ankle pain in middle and old age: a systematic review. Thomas et al, Pain 2011 Dec