



PRESS RELEASE, NOVEMBER 20, 2014

## **Moberg Pharma appoints new General Manager of U.S. business**

**Moberg Pharma AB (OMX: MOB) announces that Jeff Vernimb has been appointed General Manager for its U.S. operations and a member of Moberg's Management Team – effective from December 15, 2014. Jeff Vernimb brings more than 25 years of experience in consumer health products marketing and sales across multi-national and smaller entrepreneurial businesses.**

Prior to his position with Moberg, Jeff Vernimb was Vice President of Sales and a member of the Senior Management Team with Insight Pharmaceuticals. In addition to his position at Insight, he has held senior level positions at Dynova Laboratories, Cardinal Health, Novartis Consumer and Pfizer/Warner Lambert. His experience includes extensive brand management, Rx to OTC switch and customer marketing roles. He started his career in Sales with The Mennen Company.

*"It is a pleasure to welcome Jeff to the Management Team at Moberg. I look forward to working together to continue driving the growth of our U.S. business,"* said Peter Wolpert, CEO of Moberg Pharma AB.

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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 10.00 am(CET) on November 20, 2014.

### **About Moberg Pharma**

Moberg Pharma AB (publ) is a rapidly growing Swedish pharmaceutical company with a direct sales and marketing organization in the U.S. and an extensive distributor network in more than 40 countries. The company's OTC portfolio includes the brands Kerasal®, Jointflex®, Kerasal Nail®, Domeboro®, Vanquish®, and Fergon®. Kerasal Nail® (Nalox™ in certain ex-U.S. markets) is the leading product for the treatment of nail disorders in the U.S. and Nordic market. The current portfolio will be supplemented by the acquisition and in-licensing of additional products as well as product development with a focus on innovative drug delivery of proven compounds. Moberg Pharma has offices in Stockholm and New Jersey and the company's shares (OMX: MOB) are listed on the Small Cap list of the NASDAQ OMX Nordic Exchange Stockholm. For further information, please visit: [www.mobergpharma.com](http://www.mobergpharma.com).