

Pre-launch of VagiVital® goes according to plan - sales from own webshop exceed expectations

Stockholm 3rd October 2018 - Peptonic Medical AB (publ) ('Peptonic') or ('Company') today announced that sales of VagiVital® on its webshop has grown faster than expected. The pre-launch phase started in July and sales up to the end of September were in excess of SEK 120,000.

- *The pre-launch via its own webshop is a very important part of bringing VagiVital® to the market in the best possible way. Vaginal health is a taboo area and many women find it embarrassing to speak about these intimate problems and to seek help. An own webshop combined with communication in social media provide a great opportunity to test messages, tonality and advertising channels. In addition, we can reach out to our customers in an inspiring and attractive way. We feel that we are on the right path, says Johan Inborr, CEO of Peptonic Medical. The fact that the frequency of repeat purchases is increasing indicates that the users are satisfied.*

Our learnings from the pre-launch phase will be applied to effectively launch VagiVital® in additional distribution channels. The work to be able to offer VagiVital® in additional distribution channels, and thereby reach out to help many more women, is progressing. An important milestone in this mission is that Peptonic Medical has passed the quality control carried out by Oriola AB on behalf of a number of pharmacy chains in Sweden.

For more information, please contact;

Johan Inborr, CEO

Mobile: +46 708 853 893

E-mail: joan.inborr@peptonicmedical.se

This information is information that Peptonic Medical AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 3rd Oktober 2018.

About VagiVital®

VagiVital® is a hormone free self-care product for the treatment of vaginal atrophy and vaginal dryness. The product has been tested in randomised clinical studies (vaginal atrophy) with very positive results both for objective (vaginal pH and proportion of superficial cells in the vaginal mucosa) and subjective (most bothersome symptoms, such as vaginal dryness, vaginal irritation/itching, dyspareunia and dysuria) parameters. The magnitude of symptom relief is on par with that demonstrated with e.g. estrogen based products on the market today. It was very well tolerated and caused no serious adverse effects.

Peptonic Medical is launching VagiVital® as a non-prescription self-care product in 2018.

About Peptonic Medical

Peptonic Medical is an innovative Swedish development company. Our vision is to offer safe and effective treatments for women suffering from vaginal atrophy during menopause and after.

VagiVital® is a trademark of Peptonic Medical. The product is hormone free and is being commercialised for the non-prescription use for the treatment of vaginal atrophy.

The pipeline of Peptonic Medical also includes Vagitocin®, which is an oxytocin-based vaginal gel for the treatment of VA. This product candidate is in clinical development phase 2. The development of Vagitocin® is on hold pending additional data on i.a. the mechanism of action.

In July 2014, Peptonic Medical was listed on the AktieTorget stock exchange (www.aktietorget.se, ticker: PMED) in Stockholm.

For more information: www.peptonicmedical.com