

Peptonic Medical opens on-line webshops in Denmark and Norway for VagiVital

Stockholm, September 19th, 2019 - In accordance with previously announced plans (e.g. interim report dated August 16th, 2019) Peptonic Medical AB (publ) ('Peptonic' or 'Company') today announced that it has opened on-line webshops in Denmark and Norway to initiate sales of VagiVital - the Company's non-prescription self-care product for the treatment of vaginal atrophy and dryness.

Peptonic plans to adopt the same launch tactics in Denmark and Norway as that used in Sweden, which is, to initiate sales via its own webshop to build a customer base and gather user experience, and then expand the distribution to the pharmacies. The product will be marketed according to the model as developed in the Swedish market, that is, to use social media and PR to reach out to the customers.

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Peptonic Medical is an innovative Swedish medical development company. Its vision is to offer safe and effective treatments and relief for women specific diseases and medical conditions.

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

Since July 2014, the Peptonic Medical share has been traded on the Spotlight Stock Exchange (www.spotlight.se, ticker: PMED) in Stockholm, Sweden.

For more information: www.peptonicmedical.com