

## Peptonic is launching VagiVital® in the United Kingdom

Stockholm, October 21st, 2019 - Peptonic Medical AB ('Peptonic' or 'Company') today announces that it has commenced the sale of VagiVital® ('Product') in the United Kingdom. From today, the Product can be purchased on [www.amazon.co.uk](http://www.amazon.co.uk). The Company has entered an agreement with Precision Marketing Group Ltd. (Hadleigh, Ipswich) that will be responsible for warehousing, logistics, payment services and advertising in different media. The Product is held on consignment in the warehouse of Precision Marketing Group Ltd.

- *It's very gratifying that we now can offer VagiVital® to all women in the UK, says Johan Inbarr, CEO of Peptonic Medical. This mode of collaboration with Precision Marketing Group is a new one for us. It means that we can cut time to market and we can achieve a higher gross margin than by engaging a local distributor. On the other hand, our marketing costs will be higher. However, our experiences from Sweden will come to good use. We are getting better all the time and we can reach our customers more cost effectively today than before.*

A VagiVital® webshop in the UK is also under construction. It's planned to open during Q1 2020. The possibilities and conditions for expanding the distribution e.g. to pharmacies are also under evaluation.

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*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 21st October 2019.*

### About VagiVital®

VagiVital® is a patent pending 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. prescription estrogen based products on the market today. It was very well tolerated and caused no serious adverse effects.

VagiVital® was launched in Sweden as a non-prescription self-care product in July 2018 (see [www.vagivital.com](http://www.vagivital.com)).

### About Peptonic Medical

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.spotlightstockmarket.com](http://www.spotlightstockmarket.com), ticker: PMED) in Stockholm, Sweden.

For more information: [www.peptonicmedical.com](http://www.peptonicmedical.com)