

## **Peptonic Medical announces appointment of Mikael Svensson as General Manager USA**

Stockholm, Sweden February 23, 2021 - Peptonic Medical AB (publ) ('Peptonic' or 'the company') has announced the appointment of Mikael Svensson, a strategic and operational leader, to the position of General Manager USA.

Mr. Svensson holds a proven track record of successful business and operational leadership roles in North America and globally. He joins Peptonic from Good Science Beauty where he served as Chief Operations Officer. Prior Mr. Svensson have held international leadership roles with companies such as Johnson & Johnson, Q-Med and Merz.

"We are extremely pleased to welcome Mikael Svensson to Peptonic Medical to lead our US commercialization activities as we continue the rapid growth of our company", said Johan Inbarr, CEO of Peptonic. "Mikael's strategic perspectives and operational experience from his 15 years in the US will be extremely useful as we leverage our innovative products and expand our footprint in the US."

Mr. Svensson stated, "I am excited to join an organization that is committed to developing safe and effective products for the \$19 billion women's intimate health market, and at a time they are experiencing fast growth and great momentum. I strongly believe in the opportunity for the VagiVital® and Lunette® brands in the US and I am privileged to lead the US commercial development going forward."

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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 23rd February, 2021.*

### **About Peptonic Medical AB**

Peptonic Medical AB (publ) is an innovative biomedical company that conducts research on and development of drugs and medical devices in the field of women's health. Our vision is to offer safe and effective treatments for women-specific diseases and medical conditions. Peptonic Medical launched VagiVital® in July 2018. This is a hormone-free product for the treatment of vaginal atrophy and vaginal dryness. The company's development program also includes Vagitocin® - a product that contains oxytocin for the treatment of vaginal atrophy. The development of Vagitocin® has been put on hold pending new information regarding the mechanism of action of oxytocin in this indication. The company was founded in 2009 and the share has been traded since 2014 on Spotlight ([www.spotlightstockmarket.se](http://www.spotlightstockmarket.se), short code: PMED) in Stockholm.

Since August 2020, Lune Group Oy Ltd. is a wholly owned subsidiary of the Peptonic Medical. Lune Group Oy Ltd. is a company founded by Heli Kurjanen in 2005. The company's business concept is to lead a menstrual revolution in a positive spirit. By focusing on sustainable development, environmental issues and the promotion of sexual health, the company has developed to take the lead for the menopausal companies. Lunette® menstrual cups are an alternative to disposable menstrual protection and last for several years. The company has resellers in 50 countries and sells Lunette products to over 100 countries via its web shop. Lune Group has in the USA the subsidiary Lune North America Inc. Lunette® menstrual cups are designed, manufactured and packaged in Finland. For more information about Lunette®, visit <https://se.lunette.com/>.