



Lunette has won Klarna Growth Awards

Peptonic Medical (publ) informed today that it's wholly owned subsidiary Lune Group Oy has won the Klarna Growth Award in the category "Small Business"

Lunette was selected from a group of over 300 nominees from Finland alongside Oura, Weekendbee and Almada. In total there were 16 winners from 4 different countries. Prize contains total of 18 MSEK, which will be divided between the winners in terms of marketing support in Klarna channels.

"Early 2022 Lunette signed a long-term supplier agreement with UN and has a long history working on a mission to end period poverty, Lunette is a clear winner in the small business category.", Klarna declares as part of their motivation.

In the Klarna Growth Awards, e-retailers from Sweden, Finland, Denmark and Norway were nominated in four categories: *Sustainability*, *Rising Star*, *Innovation* and *Small Business*. The prizes consist of tailor-made growth packages worth approximately 18 SEK million in total, including annual subscriptions to the influencer marketing platform APPRL, Klarna's comparison service Klarna Comparison Service (CSS), advertising in Klarna's app and a unique opportunity to use Virtual Shopping (formerly Hero) is included. The winners were chosen by the jury consisting of Country Lead, CMO David Sandström, Fashion Director Emilia de Poret and Head of Social Shopping Adam Levene.

- In recent years, we have done a great job of trying to understand where and how we can best help our traders achieve their goals. On the one hand, we now ensure that consumers, i.e. our retailers' customers, are offered sustainable and decent payments, and on the other hand, we accelerate retailers' growth with our marketing services. With the Klarna Growth Awards, we hope to inspire, engage and inform - and give traders optimal tools for growth, says Jesper Eriksson, Country Lead, Klarna Sweden.

"We are extremely proud of this award, and we are looking forward to accelerate our online business with new Klarna tools as well as spreading our vision of safe and sustainable periods to bigger audiences", says Heli Kurjanen, founder and CEO of Lunette.

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ABOUT Peptonic Medical AB

Peptonic Medical AB (publ) is an innovative medtech start up company, dedicated to researching and developing ground breaking products in the women's health space and improving access to these products on a global scale.

Founded in 2009, the company now produces its own range of intimate health and wellness products under the Vagivital brand and is also the parent company of Lune Group Oy Ltd and Peptonic Medical Israel Ltd. The group is home to a holistic range of products that are trusted by experts and loved by customers. Peptonic Medical share has been traded on Spotlight (www.spotlightstockmarket.com) in Stockholm since 2014.