



PRESS RELEASE

Moberg Pharma completes acquisition of U.S. OTC brands from Prestige Brands

STOCKHOLM, July 8, 2016. On June 30, Moberg Pharma AB (OMX: MOB) announced the acquisition of three Over-The-Counter brands in the U.S. from Prestige Brands, Inc. The acquisition has now been completed. The purchase price amounted to \$40 million.

The acquired portfolio includes New Skin[®], the #1 OTC liquid bandage brand in the U.S. It is an antiseptic which kills germs and dries rapidly to form a clear protective cover. In addition to New Skin[®], the acquired portfolio also contains two mature brands, Fiber Choice[®] and PediaCare[®]. Fiber Choice[®] is focusing on digestive health with a compelling line up of product options for daily fiber supplementation. PediaCare[®] has a strong equity amongst moms based on highly effective products for children, primarily within cough cold and analgesics segments.

The acquired brands will be sold through Moberg's current OTC channel in the U.S, primarily in chain drugstores, such as CVS, Walgreens and Rite Aid and in mass retailers, such as Walmart and Target.

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About this information

This information is information that Moberg Pharma AB 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 8.30 a.m. (CET) on July 8, 2016.

About Moberg Pharma, www.mobergpharma.com

Moberg Pharma AB (publ) is a rapidly growing Swedish pharmaceutical company with OTC sales operations in the U.S. and a distributor network in more than 40 countries. The company's portfolio includes the OTC brands Kerasal[®], Kerasal Nail[®], Balmex[®], Domeboro[®], New Skin[®], Fiber Choice[®] and PediaCare[®]. Kerasal Nail[®] (Emtrix[®] or Nalox[™] in certain markets) is a leading OTC treatment of nail disorders in the U.S., Canada and several EU markets and is currently being launched in Southeast Asia. The company is growing organically as well as through acquisitions. Internal development programs focuses on innovative drug delivery of proven compounds and include two clinical stage assets, MOB-015 (onychomycosis) and BUPI (pain management in oral mucositis). Moberg Pharma has offices in Stockholm and New Jersey and the company's shares are listed on the Small Cap list of the NASDAQ OMX Nordic Exchange Stockholm (OMX: MOB).