



PRESS RELEASE

Moberg Pharma expands New Skin retail presence

STOCKHOLM, January 18th, 2017. Moberg Pharma AB (OMX: MOB) today announced that the New Skin[®] Spray SKU will be sold in 3,900 Walmart stores and in over 1,500 Walgreens stores. Opening orders expected to ship in mid-March.

New Skin[®] was acquired from Prestige Brands, Inc. In July 2016. New Skin[®] is 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. New Skin[®] Spray will be sold in approximately 3,900 Walmart locations and 1,500 Walgreens locations across the U.S. New Skin[®] is already listed in several leading retailers including CVS, Rite Aid and Target. Visit www.newskinproducts.com for more information.

"We see excellent opportunities to build on the brand equity of New Skin[®]. This a market leading brand with exciting prospects for growth, as shown with the increased distribution", said Jeff Vernimb, GM of Moberg Pharma North America.

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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 January 18th, 2017.

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[®], NewSkin[®], DermoPlast[®], Domeboro[®] and Fiber Choice[®]. Kerasal Nail[®] (Emtrix[®] or Nalox[™] in certain markets) is a leading OTC treatment of nail disorders in the U.S., Canada as well as in several markets in EU and 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).