



PRESS RELEASE

Nationwide launch in Japan

STOCKHOLM, March 30th 2017, Moberg Pharma AB (OMX: MOB). Following a successful test launch in Japan, Moberg Pharma's local partner CMIC Group initiates a national roll-out of Zanmira[®] Nail (Kerasal Nail[®]) in several major cities during the second quarter.

The Asian-Pacific roll-out of Kerasal Nail[®] continues. The initial consumer response to the Japanese test launch of Zanmira[®] Nail (local brand) conducted by Menarini through local partner CMIC Group in 2016 was strong. Following this, CMIC Group now initiates a national roll-out targeting multiple major cities and more than 8 000 stores in Japan, with the majority of launch orders being shipped and invoiced in the second quarter.

"We are excited about the prospects for Zanmira[®] Nail in Japan, which has the potential to become a major market for Moberg Pharma. We look forward to the continued collaboration with CMIC in Japan, as well as with Menarini in the other markets of the Asia-Pacific region", says Peter Wolpert, CEO of Moberg Pharma.

CMIC Group is a well-established Japanese company with a nationwide infrastructure for sales of medical products, providing sales, marketing and research services to the pharmaceutical industry. The nationwide launch includes TV advertising as well as a digital campaign covering social media.

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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 March 30th 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[®], New Skin[®], Dermoplast[®], Domeboro[®] and Fiber Choice[®]. Kerasal Nail[®] (Emtrix[®], Zanmira[®] 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 focus on innovative drug delivery of proven compounds and include two assets in late-stage clinical development, 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).