



PRESS RELEASE

Moberg Pharma expands retail presence for Dermoplast

STOCKHOLM, April 25th 2017. Moberg Pharma AB (OMX: MOB) expands retail presence for a second Dermoplast® product in 7,500 CVS stores and 3,500 Walmart stores. Opening orders are expected to ship in April.

Dermoplast® was acquired from Prestige Brands, Inc. in December 2016, contributing to sales and profitability as of January 2017. There are two products under the Dermoplast brand and the additional distribution means that both products are now available at all three main retailers, Walmart, Walgreens and CVS. The brand is also listed in additional drugstores, such as RiteAid, mass retailers such as Target, and is also sold directly to hospitals. Retail presence is now expanded to 7,500 CVS locations and 3,500 Walmart locations across the U.S, driving growth for Dermoplast® which is expected to become the second largest brand for Moberg Pharma.

"This is our most recent acquisition and we are pleased that the integration is progressing according to plan. The distribution gains provide excellent opportunities to build on the brand equity of Dermoplast® in the years to come", says Jeff Vernimb, GM of Moberg Pharma North America.

The Dermoplast brand includes two products; The Dermoplast® Original Pain Relieving Spray and the Dermoplast® Antibacterial Pain & Itch Relieving Spray. The hospital sales are primarily focused on women, for usage on skin chaps and vaginal injuries as well as for surgery in connection with or after childbirth. Visit www.dermoplast.com for more information.

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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 April 25th, 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 focus 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).