



PRESS RELEASE, DECEMBER 5, 2014

Moberg Pharma launches new Kerasal Nail® line extension in beauty section of CVS, second largest U.S. drug chain

Moberg Pharma AB (OMX: MOB) today announced that it shipped opening orders of its new line extension, Kerasal Nail® Fungal Nail Repair, to CVS/pharmacy, the nation's second largest drug chain. CVS is the first national drug chain to sell this new item, which is packaged and merchandised specifically for beauty shoppers.



Kerasal Nail® Fungal Nail Repair will be sold in approximately 5,500 CVS locations in the nail care aisle of the beauty section of CVS, beginning in January 2015. Kerasal Nail® continues to be the number one selling SKU in the foot care section at CVS, where it launched in 2012.

"We are pleased to launch this new line extension at CVS. Kerasal Nail®'s new beauty focused SKU gives Kerasal Nail® penetration into a completely different part of the store, where we can target shoppers who don't visit the foot care aisle. This opens new possibilities to grow the market for nail treatments as well as to increase our market share. It is consistent with our strategic goal to be number one in products related to nail fungus," said Peter Wolpert, CEO of Moberg Pharma AB.

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About this information

Moberg Pharma discloses this information pursuant to the Swedish Securities Markets Act and/or the Financial Instruments Trading Act. The information was submitted for publication at 8.30 am(CET) on December 5, 2014.

About Moberg Pharma

Moberg Pharma AB (publ) is a rapidly growing Swedish pharmaceutical company with a direct sales and marketing organization in the U.S. and an extensive distributor network in more than 40 countries. The company's OTC portfolio includes the brands Kerasal®, Jointflex®, Kerasal Nail®, Domeboro®, Vanquish®, and Fergon®. Kerasal Nail® (Nalox™ in certain ex-U.S. markets) is the leading product for the treatment of nail disorders in the U.S. and Nordic market. The current portfolio will be supplemented by the acquisition and in-licensing of additional products as well as product development with a focus on innovative drug delivery of proven compounds. Moberg Pharma has offices in Stockholm and New Jersey and the company's shares (OMX: MOB) are listed on the Small Cap list of the NASDAQ OMX Nordic Exchange Stockholm. For further information, please visit: www.mobergpharma.com.