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## Enzymatica's cold spray launched in South Africa

**Enzymatica's partner ABEX Pharmaceutica (Pty) Ltd has now launched the cold spray ColdGuard™ (ColdZyme®) in the South African market. ABEX is conducting an extensive marketing campaign, including advertising in traditional media and in-store advertising, as well as commercials and marketing in various digital media channels, to ensure effective market awareness to the South African consumers. South Africa is the first market to even out the current seasonal variation in sales of ColdZyme, as the cold season in the southern hemisphere lasts from April to September.**

After having signed a distribution agreement in July 2018 with Enzymatica, ABEX has now started to market and sell ColdGuard, co-branded with ColdZyme, to the South African consumers. The cold spray can prevent catching a cold and can also shorten the duration of colds if used at an early stage of the infection. ColdGuard is currently available in South Africa through all major pharmacy chains and independent pharmacies, as well as through in-store pharmacies within selective grocery stores. Besides the extensive marketing campaign, ABEX also has national sales representative coverage. In addition, ABEX will organize in-service training of pharmacy staff.

“We are extremely excited by the opportunity to work with Enzymatica to bring ColdGuard to the market in South Africa. ABEX will continue to focus on clinically proven effectiveness, innovation and quality of the products we offer consumers – ColdGuard ticks all these boxes and fits our portfolio perfectly. As such we are convinced that the local market will be very receptive to the launch of ColdGuard, just as we have seen in the successful growth of ColdZyme around the world over the past few years,” says Ed Hallam, responsible for Commercial Operations at ABEX.

“We are very pleased with the partnership with ABEX. Through their professional organization and distribution network we believe ColdGuard can take a substantial amount of the cold spray segment in South Africa, not the least through a strong documentation of the product,” says Fredrik Lindberg, CEO of Enzymatica.

The South African cold market is estimated at over ZAR 2.1 billion, corresponding to about SEK 1.4 billion, and enjoying a growth rate of approximately 42% over the past 12 months. The Cough & Cold segment within the over-the-counter (OTC) sector continues to show double digit growth, despite consumers being offered very limited new clinical innovation in the OTC space in the past few years. This is coupled with a growing trend in self-medication and an ageing population. The Cough & Cold segment has an estimated value of ZAR 800 million, corresponding to about SEK 0.5 billion, with an annual growth rate of approximately 21%.

The common cold is a year-round phenomenon in South Africa, with peak season from April to August, affecting 1 in 3 people on average about 3 times per year. Most cold preparations provide symptomatic relief and there are only a few cold sprays that are clinically proven to work, that focus specifically on the cold virus and are available without prescription. Consequently, ABEX sees great opportunities to position ColdGuard as an extremely interesting treatment option within the segment.

ABEX is a privately owned pharmaceutical company that was founded in 2006 and has its headquarters in Port Elizabeth, along with sales and technical offices in Pretoria. The company also has representation offices in Shanghai, Hong Kong, Sydney and the United Kingdom. ABEX is involved in the development, manufacturing, registration, and commercialization of both prescription pharmaceuticals and OTC products, as well as medical devices. The company has approximately 50 direct and indirect employees.

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**About Enzymatica AB**

Enzymatica AB is a Swedish life science company that develops and sells medical devices for infection-related diseases. The products are based on a barrier technology that includes marine enzymes. The company's first product is ColdZyme® Mouth Spray, which can prevent colds and reduce the duration of disease. The product has been launched in about ten markets. The strategy is to continue to grow by strengthening the Company's position in existing markets and expanding into new geographic markets through established partners. The company has its headquarters in Lund and is listed on Nasdaq First North. For more information, visit: [www.enzymatica.com](http://www.enzymatica.com).

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