

Peptonic Medical signs strategic distribution agreement with Joylux Inc. for the USA, Canada, Mexico, and the UK

Peptonic Medical AB (publ) ("Peptonic" or the "Company") has entered into a strategic distribution agreement with Joylux Inc., a well-established provider of intimate wellness solutions for women during and after menopause. Joylux has a strong market presence, a network of influential ambassadors, and a trusted brand. Under the agreement, Peptonic will supply selected products to be marketed and sold under the Joylux brand in the USA, Canada, Mexico, and the UK. The first order amounts to approximately USD 160,000.

The partnership marks the beginning of a close collaboration, reflecting both companies shared commitment to advancing women's intimate health and well-being while helping to normalize conversations around intimate care

Joylux offers effective products and innovative digital solutions that strengthen women's intimate health and, together with its network of ambassadors, has successfully contributed to breaking taboos and raising awareness around women's well-being.

With an established brand, broad market presence, an engaged community, and an innovative approach to women's intimate health, Joylux is a strong partner for Peptonic. Together, the companies are creating a platform that provides women with greater access to gentle, effective, science-backed products as well as innovative digital solutions for intimate wellness. Through this collaboration, Peptonic's products will reach even more women across rapidly growing international markets.

About Joylux Inc. (joylux.com/pages/about-us)

Joylux provides a platform of high-tech digital solutions and effective intimate care products that address women's intimate health concerns during and after menopause. In addition to its own product portfolio under the Joylux brand, the company partners with Respin, founded by Academy Award-winning actress, director, and activist Halle Berry, to provide 60 million peri- and post-menopausal women with hormone-free, science-backed solutions for common intimate health concerns. Joylux actively works to promote open conversations and break taboos around intimate health. The company's mission is to empower women with energy and well-being throughout life, from motherhood to menopause. Joylux is headquartered in Seattle, USA.

For further information, please contact:

Anna Linton, CEO, Peptonic Medical AB

Email: anna.linton@peptonicmedical.se

Phone: +46 70-244 92 07

About Peptonic Medical AB

PEPTONIC medical AB (publ) is a pioneering Swedish medtech company specializing in the development and sale of clinically proven self-care products for women's intimate health. Through its brands VagiVital and Vernivia, the Company offers a broad over-the-counter portfolio of effective and gentle products designed to help women understand, treat, and prevent common medical conditions in the intimate area.

Peptonic's growth strategy centers on geographic expansion, particularly in the U.S. and Europe, while continually enhancing its product portfolio through in-house development and strategic acquisitions.

The Company is headquartered in Stockholm, Sweden, and operates the subsidiaries, Peptonic Medical Inc. and Common Sense Marketing Inc., in the U.S. Peptonic Medical was founded in 2009 and has been listed on the Spotlight Stock Market since 2014.

This disclosure contains information that PEPTONIC Medical AB is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on October 14, 2025, 07:36 CET.