



PRESS RELEASE, August 12, 2013

Moberg Pharma launches Kerasal[®] NeuroCream at Walmart and major U.S. drugstores

Moberg Pharma AB (OMX: MOB) today announced its U.S. launch of Kerasal[®] NeuroCream, an over the counter pain relieving foot cream. This new product will be sold in over 3,800 Walmart stores and in CVS, Walgreens, and Rite Aid drug stores starting late August.

Approximately 30 million Americans experience frequent foot pain¹ and many simultaneously suffer from cold feet and dry skin. Painful, cold, dry feet may be associated with various conditions, including diabetes, fibromyalgia, shingles, arthritis, joint pain, muscle strain, or trauma. Kerasal[®] NeuroCream is a triple action formula that relieves stabbing, burning, tingling foot pain, warms cold feet, and soothes and moisturizes dry skin. Kerasal[®] NeuroCream is easily applied with a "no mess" foam applicator.

The active ingredients of Kerasal[®] NeuroCream, capsaicin and camphor, have a well-established use as topical pain relievers, are naturally occurring and derived from plants. Moberg Pharma has utilized its Fusome[®] skin delivery system, currently used in Moberg's JointFlex[®] Pain Relieving Cream, to formulate Kerasal[®] NeuroCream, enabling a rapid delivery of effective pain relievers to the pain source.

"Kerasal[®] NeuroCream is an innovative addition to our product portfolio. It leverages one of our existing drug delivery technologies along with proven active ingredients, to provide a solution that meets an unmet consumer need. Kerasal[®] NeuroCream further strengthens the Kerasal[®] brand, our leadership in the topical OTC foot care space in the U.S. and our value to retail partners", said Peter Wolpert, CEO of Moberg Pharma AB.

For further information, please contact:

Peter Wolpert, CEO, Moberg Pharma AB, telephone: +46 707 35 71 35, e-mail: peter.wolpert@mobergpharma.se

Magnus Persson, IR, Moberg Pharma AB, telephone: +46 733 55 26 01, e-mail: magnus.persson@mobergpharma.se

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 11.00 am (CET) on August 12, 2013.

About Moberg Pharma AB

Moberg Pharma AB (publ) is a rapidly growing Swedish pharmaceutical company with direct sales through its own sales organization in the US and sales through distributors in more than 40 countries. The company's product portfolio includes topical products for the treatment of skin disorders and pain under the brands Kerasal[®], Jointflex[®], Kerasal Nail[®] and Kaprolac[®]. Kerasal Nail[®] (Nalox[™]/Naloc[™] in many markets) is the leading product for the treatment of nail disorders in the Nordic market. The portfolio is developed further through acquisitions and in-licensing of products as well as product development with focus on innovative drug delivery based on proven compounds. Moberg Pharma has offices in Stockholm and New Jersey and the company's share (OMX: MOB) is listed on the Small Cap list of the NASDAQ OMX Nordic Exchange Stockholm. For further information, please visit: www.mobergpharma.se.

¹ The population prevalence of foot and ankle pain in middle and old age: a systematic review. Thomas et al, Pain 2011 Dec