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Coegin Pharma enters collaboration with Swedish retailer Gents – kicks off next phase of Follicopeptide commercialisation

Coegin Pharma AB (“Coegin” or “the Company”) has entered a distribution agreement with the Swedish premium retail company Gents AB through the signing of a first limited purchase order. This marks a significant milestone in the commercialisation of Coegin’s cutting-edge science-based innovation for hairgrowth, Follicopeptide. The strategic collaboration with a premium launch distributor in Sweden gives Coegin valuable insights fast and is expected to accelerate international launch in key markets. This is the start of Coegin’s next phase: targeted product rollouts.

Coegin and Gents join forces to launch first Follicopeptide-based product in Sweden

Founded in 2004, Gents is a leading Swedish retailer specialising in premium beauty products for men, with an established track record in the hair growth segment through its own product lines. Gents will launch Coegin’s first Follicopeptide-based product for hair growth on the Swedish market under Gents label starting in December-January, both online and through its flagship stores across Sweden. Gents will arrange a pre-order activity giving customers the opportunity to reserve one of the first bottles to be delivered in December this year. After that the larger roll-out on the Swedish market will take place in January 2026.

Next phase in Coegin’s commercialisation strategy

This purchase order marks the beginning of Coegin’s next strategic phase in Follicopeptide commercialisation strategy:

- Signing purchase orders with selected agile launch distributors in priority regions to enable fast market access and valuable market insights.
- Allowing each distributor to demonstrate sales performance and market ambition prior to potential discussions on exclusive distribution agreements.

By collaborating with agile, premium-positioned partners such as Gents, Coegin is building a launch platform that will accelerate international market penetration while maintaining strategic control of its innovation.

Strategic collaboration in Coegin’s home market

Coegin CEO Jens Eriksson comments:

“Signing our first purchase order with Gents, with a controlled, limited first launch volume valid for 18 months, is a landmark step for Coegin. Their premium profile, agility, and ambitions are a perfect fit for our innovation. By collaborating on our home market, Sweden, we will gain valuable market

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insights quickly, enabling us to effectively optimise product development and accelerate the international rollout of Follicopeptide.”

Jenny Rydhström, CEO of Gents, adds:

“We are thrilled to be one of the first retailers to bring Follicopeptide to market. Hair growth is an area where customers demand real science and premium performance – exactly what Coegin delivers. We have already started planning for a big launch and look forward to offering our customers early access to this groundbreaking product.”

For further information, please contact:

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This information is information that Coegin Pharma AB is obliged to disclose in accordance with the EU Market Abuse Regulation (MAR). The information was provided, through the contact person mentioned above, for publication on September 10, 2025, at 15:00 CET.

About Coegin Pharma

Coegin Pharma is a Swedish biotech company developing cutting-edge innovations for hair and skin. The company aims to commercialise a series of hair growth products starting in late 2025, followed by a pigmentation product in 2026.

Coegin Pharma's share is listed on NGM Nordic SME and dual-listed on Börse Stuttgart. The company is headquartered in Lund, Sweden.

More information – including subscription to company updates and links to social media – is available at coeginpharma.com

About Gents AB

Founded in 2004, Gents is a Swedish retailer specialising in premium men's grooming and beauty products. With both a strong online presence and flagship stores, Gents is known for curating high-quality, innovative brands for discerning customers.

More information is available at gents.se

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