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Coegin Pharma partners with Scandinavia's largest hair transplant clinic to introduce next-generation Follicopeptide® technology

Coegin Pharma AB ("Coegin" or the "Company") today announces a strategic collaboration agreement with PRP Kliniken Sverige AB (Nordic Hair Clinic), Scandinavia's largest hair transplant clinic, to develop and commercialize a new generation of science-based cosmetic products specifically designed for the professional hair transplantation market. The exclusive partnership introduces Coegin's patented Follicopeptide® technology through the new VEXIENNE® CLINIC product range, combining an unusually extensive pharmaceutical and clinical development heritage with advanced peptide formulation technology and a scientific approach to hair follicle biology.

The collaboration marks an important step in Coegin's commercial expansion into the professional hair transplantation segment, where the biology of the hair follicle is of particular interest.

The collaboration also supports Coegin's broader strategy of establishing Follicopeptide® across complementary premium market segments. Alongside its growing consumer distribution and private label partnerships, the professional clinic market represents an attractive opportunity for recurring product sales, long-term commercial relationships and international expansion.

Coegin believes that the introduction of VEXIENNE® CLINIC with Nordic Hair Clinic can provide an important commercial reference for future partnerships with professional hair transplantation and advanced haircare clinics internationally.

Follicopeptide® stands apart from conventional cosmetic haircare ingredients through its origins in pharmaceutical research and development. Originally developed as a drug candidate, the technology has undergone extensive preclinical research, clinical investigations in humans and advanced formulation development. Few cosmetic haircare innovations can demonstrate a comparable combination of scientific development, clinical heritage, proprietary peptide technology and specialised delivery formulation.

A particularly compelling aspect of Follicopeptide® is its scientific connection to biological processes involved in hair follicle function. The technology originates from research into osteopontin-related biology, a field associated with cellular signalling, tissue remodelling and regenerative processes. This scientific background makes Follicopeptide® particularly interesting for the development of advanced cosmetic products intended for professional hair and scalp care.

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The partnership will focus on developing and introducing VEXIENNE® CLINIC, a premium range of Follicopeptide®-based products specifically adapted for professional use. The collaboration includes product and formulation development, evaluation of application routines, testing and follow-up in a professional clinic environment, and commercial introduction through Nordic Hair Clinic's clinics in Sweden.

Nordic Hair Clinic will serve as Coegin's exclusive clinic partner in Sweden for the VEXIENNE® CLINIC range.

Jens Eriksson, CEO of Coegin Pharma, comments:

"Follicopeptide® is not another conventional cosmetic haircare ingredient. It represents years of pharmaceutical research, human clinical development and advanced formulation science, combined in a patented technology with a scientific foundation that very few innovations in the cosmetic haircare market can match."

What makes this collaboration particularly exciting is the connection between Follicopeptide's pharmaceutical development background and the specialized needs of the hair transplantation market. Hair follicle biology is central to this field, and we believe our technology offers a highly differentiated foundation for developing a new generation of professional cosmetic haircare products."

Partnering with Nordic Hair Clinic gives us the opportunity to combine our scientific expertise with the experience of a leading specialist in hair transplantation. Together, we aim to establish VEXIENNE® CLINIC as a new premium concept in professional hair and scalp care, while opening an attractive and scalable commercial channel for Coegin."

Mats Stolt, Founder and CEO of Nordic Hair Clinic, comments:

"We are very excited to introduce VEXIENNE® CLINIC products to our patients. Follicopeptide® stands out through its extensive scientific research and clinical development and we see significant potential for this technology in the hair transplantation market. Hair growth is at the heart of everything we do and together with Coegin Pharma, we want to explore new ways to achieve even better outcomes for our customers. Combined with our extensive experience in hair transplantation, we see exciting opportunities to develop differentiated products and professional care routines that can add value for our customers."

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About Coegin Pharma

Coegin Pharma is a Swedish innovation company developing and commercializing advanced cosmetic technologies for hair and skin. The company's flagship innovation, Follicopeptide®, is a patented, clinically developed peptide technology targeting hair thinning. It is currently being introduced globally through selected partners and the company's own brand platform. In parallel, Coegin is also developing NPP-4, a next-generation cosmetic peptide innovation designed to enhance skin tone without UV exposure or chemicals.

With scalable in-house production, established intellectual property, and a flexible commercial model, Coegin Pharma is positioned to bring differentiated, science-based products to the global cosmetics market.

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

For more information, including company updates and social media links, visit www.coeginpharma.com

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