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Coegin Pharma signs distribution agreement with MEDS – expanding Swedish pharmacy distribution

Coegin Pharma AB ("Coegin" or the "Company") today announces a non-exclusive distribution agreement with Meds Apotek Sverige AB (MEDS), a leading Swedish online pharmacy, to launch VEXIENNE® Hair Active X™, powered by its proprietary Follicopeptide® technology. The commercial launch, supported by dedicated marketing activities, is planned for mid-December 2026.

The agreement strengthens Coegin's presence in the Swedish premium haircare market and broadens consumer access to VEXIENNE® through a trusted pharmacy platform. It also supports the Company's strategy to build distribution through selected pharmacy, clinic and specialist partners across Europe.

MEDS is a Swedish online pharmacy offering prescription and over-the-counter medicines alongside a broad range of health, skincare and beauty products. With more than one million active customers at year-end 2025, MEDS provides an established digital channel for reaching consumers seeking credible, innovative personal-care products.

VEXIENNE® Hair Active X™ is a premium cosmetic gel serum based on Follicopeptide®, Coegin's clinically developed, non-hormonal peptide innovation for hair thinning. Its science-led positioning makes it a relevant addition to the pharmacy haircare category.

"Hair and scalp care is an important category for our customers, and we see clear relevance in offering innovative products with a strong scientific foundation. VEXIENNE® Hair Active X™ is an exciting addition to our assortment, and we look forward to introducing it to MEDS customers," says Alexandra Käck, Category Manager at MEDS.

"MEDS is exactly the type of serious, established partner we want to grow with," says Jens Eriksson, CEO of Coegin Pharma. *"Our strategy is to build distribution with strong pharmacy and clinic partners across Europe. This agreement adds another valuable channel for VEXIENNE and supports our ambition to turn our peptide innovation into a scalable commercial business."*

Coegin and MEDS are now preparing for a coordinated introduction on MEDS e-commerce platform, with launch activities planned for mid-December 2026.

The agreement complements Coegin's existing private label partnerships and VEXIENNE® distribution model, supporting a broader and more diversified commercial footprint.

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About Coegin Pharma

Coegin Pharma is a Swedish innovation company developing and commercializing advanced cosmetic technologies for hair and skin. Its flagship innovation, Follicopeptide®, is a patented, clinically developed peptide technology targeting hair thinning, commercialized through selected partners and the Company's VEXIENNE® brand. Coegin is also developing NPP-4, a next-generation cosmetic peptide innovation for skin tone enhancement.

With proprietary peptide technology, scalable in-house production and flexible commercial models, Coegin is building a differentiated platform for science-based cosmetic products.

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

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

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