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Coegin Pharma enters distribution agreement with LYKO for launch of first VEXIENNE® Follicopeptide® product

Coegin Pharma AB (“Coegin” or the “Company”) today announces that the Company has entered into a distribution agreement with LYKO Operations AB, one of the leading beauty retailers in the Nordic region, through an initial limited purchase order for the launch and distribution of the first Follicopeptide®-based product under Coegin’s own premium brand platform VEXIENNE®.

The agreement marks an important commercial step for Coegin, representing the first retail distribution agreement for the Company’s own-brand VEXIENNE® platform following its strategic launch earlier this year. The collaboration is initiated through a first limited, non-exclusive purchase order, with initial launch through LYKO’s established e-commerce platform and retail ecosystem, providing broad access to a highly relevant premium beauty customer base.

The first product to be introduced is VEXIENNE® Hair Active X™, powered by Coegin’s proprietary Follicopeptide® technology, a science-based cosmetic innovation developed to address hair thinning.

LYKO has emerged as one of the Nordic region’s leading beauty destinations, combining a powerful digital platform with a rapidly growing customer base, a strong network of physical stores, and its innovative LYKO FAB concept stores that bring beauty brands closer to consumers through a unique retail experience. Supported by a highly engaged beauty community and annual sales approaching SEK 4 billion, LYKO has demonstrated a strong ability to successfully introduce and scale innovative beauty brands across the Nordic market, making it an attractive commercial partner for companies seeking broad market reach and accelerated growth.

The planned commercial launch is expected in July.

“We are very excited to introduce VEXIENNE® to LYKO’s customers,” says Louise Garat, Global Category Manager at LYKO. “The combination of strong science, premium positioning and innovation in a category with significant consumer interest makes this a highly compelling launch for us. We believe Follicopeptide® represents an exciting new addition to the haircare category, and we look forward to building this opportunity together with Coegin.”

“This is an important commercial step that confirms our communicated distribution plan for Follicopeptide,” says Jens Eriksson, CEO of Coegin Pharma. “LYKO is one of the strongest and most relevant beauty retail platforms in the Nordic region, with exceptional reach and a highly engaged

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customer base within premium beauty and personal care. Securing this first distribution agreement for VEXIENNE® with a recognized market leader like LYKO is a strong validation of both our product and our commercial strategy.

VEXIENNE® was created specifically to enable scalable international growth through premium partners, and launching with LYKO in our home market is a highly attractive first step. We see this as an important commercial showcase for future distributor discussions internationally."

The launch supports Coegin's broader strategy of building a scalable premium commercial platform around Follicopeptide®, combining proprietary science, controlled production, and flexible go-to-market models across partner-branded and own-brand distribution.

Coegin expects the commercial launch to take place in the beginning of July and will provide further updates as rollout progresses.

For further information, please contact:

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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 coeginpharma.com

About LYKO Operations AB

LYKO is one of the leading beauty retailers in the Nordic region, with annual sales of approximately SEK 4 billion and a rapidly growing customer base across multiple European markets. Through its strong digital platform, physical stores and beauty-focused ecosystem, LYKO has established itself as a key destination for premium beauty and wellness brands.

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

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