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First Follicopeptide® powered product available for consumer pre-orders November 16 – a historic milestone for Coegin Pharma

Coegin Pharma AB (“Coegin” or “the Company”) is proud to announce that starting November 16, customers can pre-order Gents *Power Hair Activating Formula* through Gents’ online store. This marks a historic day and a major commercial milestone for Coegin, as the first Follicopeptide-based consumer product officially becomes available for purchase. Deliveries are expected to begin in December 2025.

A landmark step in the commercialization of Follicopeptide

The launch of pre-orders for Gents *Power Hair Activating Formula* marks the transition from years of research and development to real-world availability. Developed in collaboration with the premium Swedish retailer Gents, the product combines cutting-edge peptide science with a modern, high-performance formulation designed to enhance hair density and improve scalp health.

Jens Eriksson, CEO of Coegin Pharma, comments:

“Today is truly a historic day for Coegin. Seeing Follicopeptide reach consumers for the first time is the result of years of dedicated research, development, and strategic collaboration. This is the beginning of a new era, from science and clinical success to tangible products in the hands of customers. We are incredibly proud and grateful to our partner Gents for sharing our vision and helping us reach this milestone.”

Pre-order campaign and first delivery in December

Gents will open its online store for pre-orders on Sunday, November 16, giving customers the opportunity to be among the very first to experience the innovative *Power Hair Activating Formula*. First deliveries to customers will start in December, followed by a broader rollout in early 2026 both online and in select stores.

Jenny Rydhström, CEO of Gents, says:

“We are thrilled to open pre-orders for this groundbreaking product. The interest and excitement among our customers has been extraordinary. Follicopeptide represents real science in hair care, and we’re proud to be the first to bring it to market.”

A new era for Coegin Pharma

This milestone marks the first commercial step in Coegin’s broader strategy to roll out its Follicopeptide-based innovations globally through select premium partners. It demonstrates the

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Company's ability to move effectively from development to market while maintaining high standards of scientific credibility and commercial execution.

Jens Eriksson concludes:

"This is just the beginning. Coegin is demonstrating its ability to deliver science-backed, high-quality products at scale. It's a defining moment for us as a company – and a strong foundation for what's to come."

For further information, please contact:

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About Coegin Pharma

Coegin Pharma is a Swedish biotech company with cutting-edge innovations for hair and skin. The company is currently commercializing its patented hair growth innovation Follicopeptide® on a global scale. In development is NPP-4, a next-generation peptide that represents a novel approach to regulating skin pigmentation through advanced biotechnology.

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 specializing 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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