



PRESS RELEASE

Malmö January 27, 2020


New Nordic Healthbrands AB put on observation list by Nasdaq

CEO, Karl Kristian Bergman Jensen and CFO, Marinus Blaabjerg Sørensen both serve the Board of Directors.

This is not in accordance with the First North Rulebook section 2.3.4.

Therefore Nasdaq will put New Nordic Healthbrands AB on observation list until this situation has been resolved.

New Nordic are working to resolve the situation fast and will immediately send out a press release once this has happened.


Karl Kristian Bergman Jensen, CEO

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This information is information that New Nordic Healthbrands AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 13:00 (CET) on January 27, 2020.

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New Nordic Healthbrands AB (publ) was founded in 1990 and is quoted on Nasdaq First North Growth Market Sweden since 2007. The company's business concept is to offer the most effective and safe food supplements, natural medicines and cosmetic products for specific health and beauty concerns. New Nordic's branded products are now available in 34 countries in pharmacies and health stores. The New Nordic Group has its own small sales and marketing companies in most European Countries, Canada and the US, to organize local marketing campaigns, serve the pharmacy and health retailers and serve the end consumers. In 2018, sales were 394 MSEK. Nearly all New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.