



Press release | Lund 2025-09-17

Coegin Pharma enters collaboration with Polish distributor Mercapharm – expands Follicopeptide® commercialisation to Poland

Coegin Pharma AB (“Coegin” or “the Company”) has entered a distribution agreement with Mercapharm, a fast-growing Polish distributor, through the signing of a limited purchase order. This marks an important step in the European commercialisation of Follicopeptide – Coegin’s cutting-edge, science-based innovation for hair growth. Mercapharm’s expertise, market position, and commitment to premium, science-based products make them an ideal partner for Follicopeptide in Poland.

Coegin and Mercapharm join forces to introduce Follicopeptide in Poland

Mercapharm is a Polish pharmaceutical and cosmetics distributor with nationwide reach and a proven track record since 2010. Through Mercapharm’s experienced sales force, and strong relationships with Poland’s dermatological clinics and pharmacies, the company is well positioned as a reliable growth partner in the dynamic Polish beauty market. Mercapharm will launch the first Follicopeptide-based product under Mercapharm’s label starting in early 2026. Signing this non-exclusive limited purchase order with Mercapharm as a selected launch distributor follows Coegin’s broader launch strategy to accelerate market entry.

Strategic collaboration

Jens Eriksson, CEO of Coegin Pharma, comments:

“Expanding into Poland with a strong and experienced partner as Mercapharm is an exciting milestone for Coegin. Mercapharm’s expertise, market position, and commitment to premium, science-based products make them an ideal partner. By launching in Poland, one of the largest and most dynamic beauty markets in Europe, we strengthen our international footprint and take another important step towards making Follicopeptide available to millions of consumers.”

Rafał Barski, CEO of Mercapharm, adds:

“We are very pleased to partner with Coegin Pharma to introduce Follicopeptide to the Polish market. Consumers here are increasingly demanding innovative, clinically supported solutions in hair growth – and Follicopeptide represents exactly that. We look forward to building a strong market presence together with Coegin.”

Poland, a growing market for hair growth products

Poland’s beauty and cosmetics industry is growing rapidly. In 2022, the market value exceeded €6.5 billion, making Poland the fifth largest cosmetics market in the EU. Within hair care, hair-loss/hair-growth products have been among the fastest-growing categories, with analysts previously

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forecasting outperformance vs. other hair care segments and a Poland hair-thinning annual growth rate near 9% in 2025–2030.

For further information, please contact:

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This information is information that Coegin Pharma AB is obliged to disclose in accordance with the EU Market Abuse Regulation (MAR). The information was provided, through the contact person mentioned above, for publication on September 17, 2025, at 14:30 CET.

About Coegin Pharma

Coegin Pharma is a Swedish biotech company developing cutting-edge innovations for hair and skin. The company is commercialising its first hair growth products in late 2025, followed by a pigmentation product in 2026.

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 Mercapharm

Mercapharm is a trusted Polish pharmaceutical and cosmetics distributor, delivering high-quality, up-to-date medicines nationwide since 2010. With a strong focus on safety, reliability, and expert service, Mercapharma supports pharmacies and hospitals alike — ensuring patients and customers get the treatments and products they need, when they need them.

More information is available at mercapharm.com.pl

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