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Coegin Pharma announces progress in Follicopeptide launch preparations

Coegin Pharma announces progress in the launch preparations for Follicopeptide, the company's focus project for hair growth. The company remains on track with all preparations and continues to plan for an initial launch by the end of 2025. Furthermore, significant progress has been made in developing the final product and optimising production methods, which could positively impact both costs and lead times.

Business development

As previously communicated, Coegin Pharma is currently in advanced negotiations with partners in several key markets, with an initial product launch planned by the end of 2025. Europe and the United States are prioritised, but the company is also advancing discussions in other high-potential markets where there is strong interest in an expedited product launch.

These discussions have confirmed that hair growth is an important part of the global Longevity trend, which focuses on extending and enhancing quality of life. Demand is highest for products backed by solid research with proven efficacy and safety. Follicopeptide thus possesses the right characteristics to offer an attractive new solution for those seeking a rejuvenating effect for their hair.

"We are in the midst of a global megatrend where more and more people are looking for scientifically based solutions to maintain a youthful and vital appearance. The response we are receiving confirms that Follicopeptide has the potential to be a game changer in the field of hair growth. I am convinced that we can set a new industry standard, and we are doing everything possible to deliver a premium product that truly makes a difference. The launch preparations are moving forward at full speed, and I am really looking forward to sharing the next major milestone", says Jens Eriksson, CEO of Coegin Pharma.

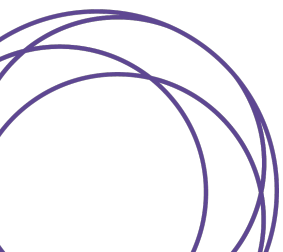
Product

The company is currently working on the development of various packaging options, sizes, and concentrations to clearly position Follicopeptide within the premium cosmetic segment. To meet diverse customer needs, a range of products is being planned, including *Booster* and *Maintenance* solutions for hair growth. The company has chosen a specialised bottle that provides 1–2 months of treatment for the typical hair loss customer. The bottle is designed for easy application and conveys the image of a scientifically based premium product. Market research conducted confirms that the product has the potential to capture significant market share within the premium cosmetic segment, thanks to its unique properties.

Production

The company has undertaken extensive work to establish a stable and reliable supply chain with built-in redundancy. As part of this effort, a small commercial batch has already been produced to validate the supply chain. The peptide Follicopeptide is manufactured by a renowned US company

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with production facilities in the United States and China. The finished product is then produced in Denmark before distribution to target markets. Several companies have expressed interest in taking over finished product manufacturing locally, which Coegin Pharma is considering in its production planning.

The company has also made progress in developing a new manufacturing method for the peptide, which has the potential to significantly reduce both production costs and lead times. Additionally, efforts are underway to explore various peptide coating technologies that, if successful, could allow for lower Follicopeptide concentrations while maintaining or even enhancing its effectiveness in stimulating healthy hair growth. This could also open up possibilities for alternative product formulations such as water-soluble gels and creams.

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This document is a translation of the original Swedish press release. In case of any discrepancies, the Swedish version shall prevail.

About Coegin Pharma

Coegin Pharma is a Swedish biotech company primarily focused on peptide-based premium products for hair growth and skin pigmentation. The goal is to commercialise a hair growth product series by the end of 2025, followed by a skin pigmentation product in 2026.

Coegin Pharma's share is listed on NGM Nordic SME and dual-listed on Börse Stuttgart, and the company have a registered office in Lund, Sweden.

For more information, please visit: coeginpharma.com/en

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