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Coegin Pharma expands commercial strategy with own-brand distribution model – launches VEXIENNE®

Coegin Pharma AB (“Coegin” or the “Company”) today announces the expansion of its commercial strategy through the introduction of an own-brand distribution model for its Follicopeptide® portfolio under the VEXIENNE® brand.

The strategic decision is based on Coegin’s assessment that own-brand distribution, implemented in collaboration with carefully selected regional partners, represents an attractive opportunity to enhance long-term value creation alongside the Company’s existing business models. The new business model broadens the Company’s commercial potential and enables a more efficient roll-out.

The VEXIENNE® model is designed to offer a streamlined plug-and-play solution for distributors and partners, enabling efficient and rapid market entry with a ready-to-commercialise, science-based premium concept.

VEXIENNE® is developed as a science-based, premium brand platform built around Follicopeptide®, Coegin’s proprietary peptide technology. The first products to be launched under the VEXIENNE label are the Follicopeptide® Gel Serum marketed as Hair Active X™, and a scalp serum marketed as Hair Optimizer™. These products are designed to form the foundation of a broader product portfolio, with additional launches planned.

VEXIENNE® complements Coegin’s existing partner strategy and does not exclude other forms of collaboration, including product-specific partnerships and private label solutions.

Under the new business model, Coegin retains ownership of the VEXIENNE® brand and key strategic assets, while partners can focus on market execution. This structure enables capital-efficient scaling while strengthening control over brand positioning, pricing strategy, and long-term brand equity.

“We see a clear and growing interest from partners in engaging with Coegin through this new business model.” says Jens Eriksson, CEO of Coegin Pharma AB. *“With VEXIENNE®, we are expanding our commercial approach in a way that we believe can significantly strengthen long-term shareholder value, while continuing to leverage the strengths of private label distribution.”*

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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 advancing NPP-4, a next-generation cosmetic peptide innovation designed to enhance skin tone.

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 Nordic SME 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

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