

A topical treatment for **nail fungus** that really works

– introducing **Terclara®**



Anna Ljung, CEO

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A photograph of two people standing on a sandy beach. The person on the left is barefoot, and the person on the right is wearing white socks. They are standing near the water's edge, with large rocks visible in the background. The water is calm and reflects the sky.

Sluta skämmas

Potential new global market leader in Onychomycosis



Terclara® is **a new topical** treatment for nail fungus based on terbinafine

Market approvals in place in **13 European countries**

Very successful launch in Sweden, European rollout ongoing



Terbinafine, the **gold standard** active for nail fungus treatment

Terclara® delivers terbinafine
directly and effectively to the nail

x40

terbinafine in nailbed
with Terclara® vs levels
seen with oral treatment*

x1,000

less terbinafine with Terclara® (MOB-015) in
plasma vs levels seen with oral treatment*

76%

mycological cure*

* Moberg Pharma Phase II & III clinical studies



Why does Terclara® **win with patients?**

- ▶ Kills the fungus
- ▶ It is safe
- ▶ Easy to apply
- ▶ Quick visible improvement

* Mantap marketing survey, 2023

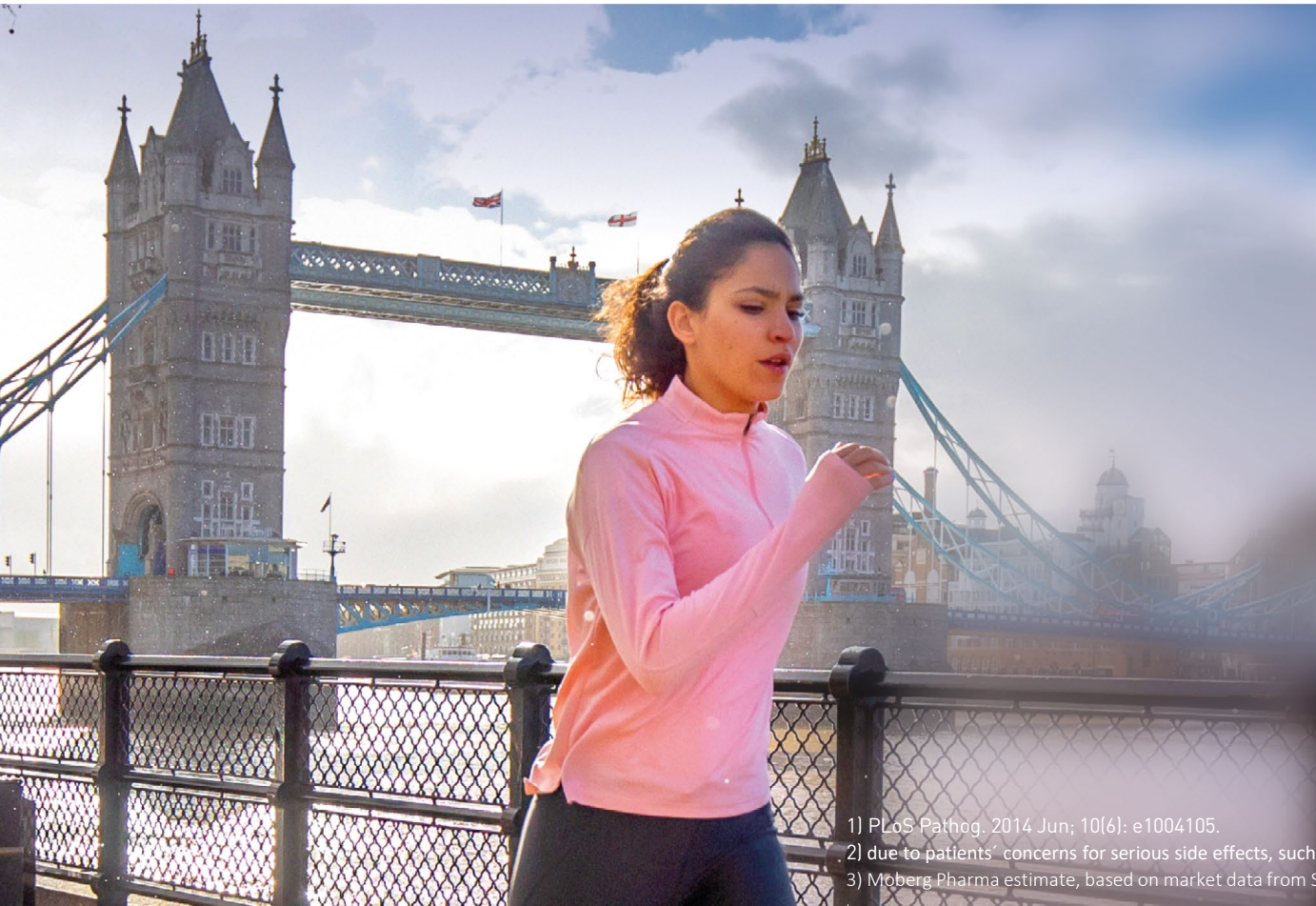


Strong **premium position** from true advantage

Terclara´s mycological cure rate
allows for a price premium



70+ million patients in Europe need better treatment for nail fungus



10%

of the population
suffer from nail
fungus¹

7/10

doctors avoid
prescribing
terbinafine tablets²

USD 2bn

global onychomycosis market.³

1) PLoS Pathog. 2014 Jun; 10(6): e1004105.

2) due to patients' concerns for serious side effects, such as liver toxicity and drug-drug interactions, LifeSci Physician Survey, April 4, 2017

3) Moberg Pharma estimate, based on market data from Symphony Health Solutions (US Rx sales), Symphony IRI (US OTC sales), and market data from Moberg Pharma's partners.

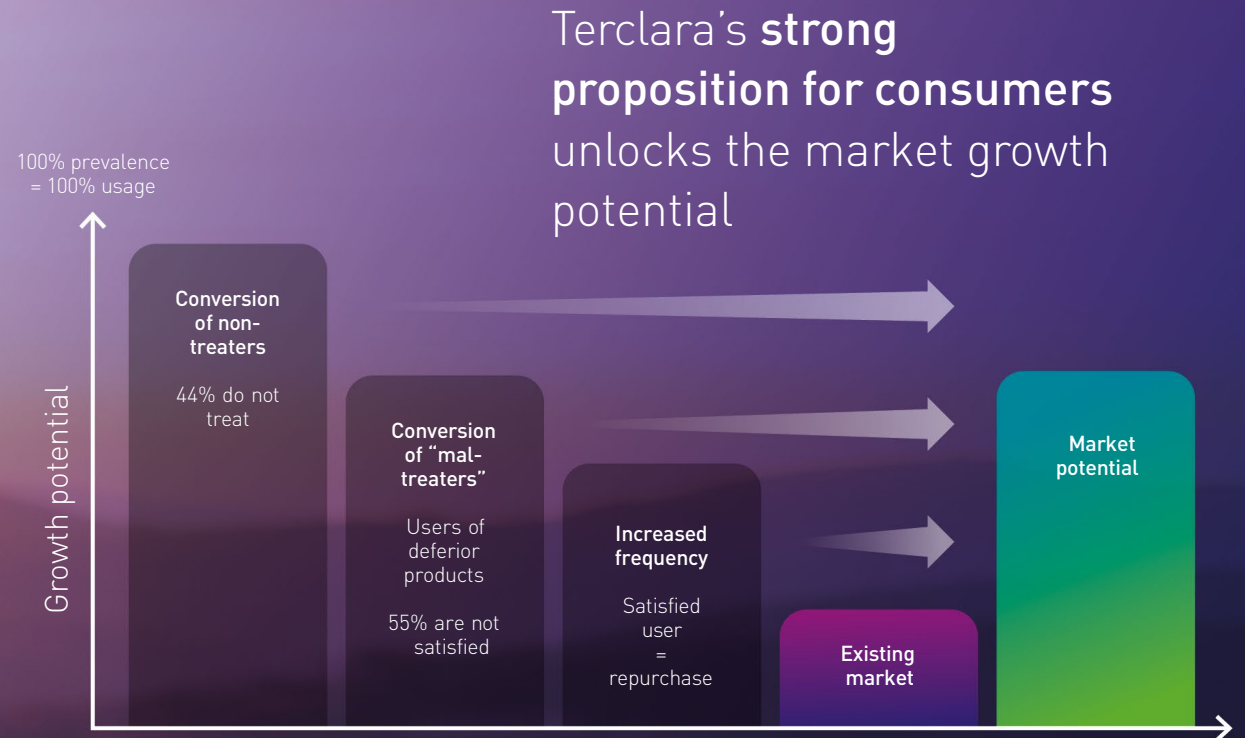
Strong drivers behind underlying market growth

1. High prevalence
2. Aging population
3. Lifestyle factors
4. Growing aesthetic concerns
5. Rising awareness and willingness to treat

* Grand View Research, Mordor Intelligence, GMI, Research & Markets



Terclara® expands the market



Successful launch in Sweden, the first market to introduce Terclara®



Terclara® has become the **clear market leader** and driven category **growth** – in a highly competitive market

38%

total category growth
following Terclara®
launch

35%

Terclara®
value share

29%

Terclara®
volume share
no. of units

Awarded 'Launch of the year' by major Swedish pharmacies

DOZ pharmacy chain: 'A world class launch that has revitalized the category. The product has quickly become a market leader, driving progress forward and helping us gain market share. With the support of educational materials, we have together ensured that both staff and customers are well-informed about the product.'

Kronan pharmacy chain: 'Since launch, the product has impressed with its innovative technology, user-friendly design and an incredible media impact. It has quickly become a favorite among both consumers and experts, as confirmed by impressive sales figures. The product has set a new standard in the market, and we are confident that it will continue to impress within its category.'



Launch of Terclara® in Norway

- In February, the first deliveries were made to Norwegian pharmacies, followed by targeted information campaigns for pharmacy staff and healthcare professionals.
- The experience from Sweden inspires confidence in the Norwegian market, and the launch of Terclara® in Norway follows the same approach as in Sweden
- Terclara® is now available in ~900 Norwegian pharmacies



 **APOTEK 1**

Boots Apotek

vitusapotek+

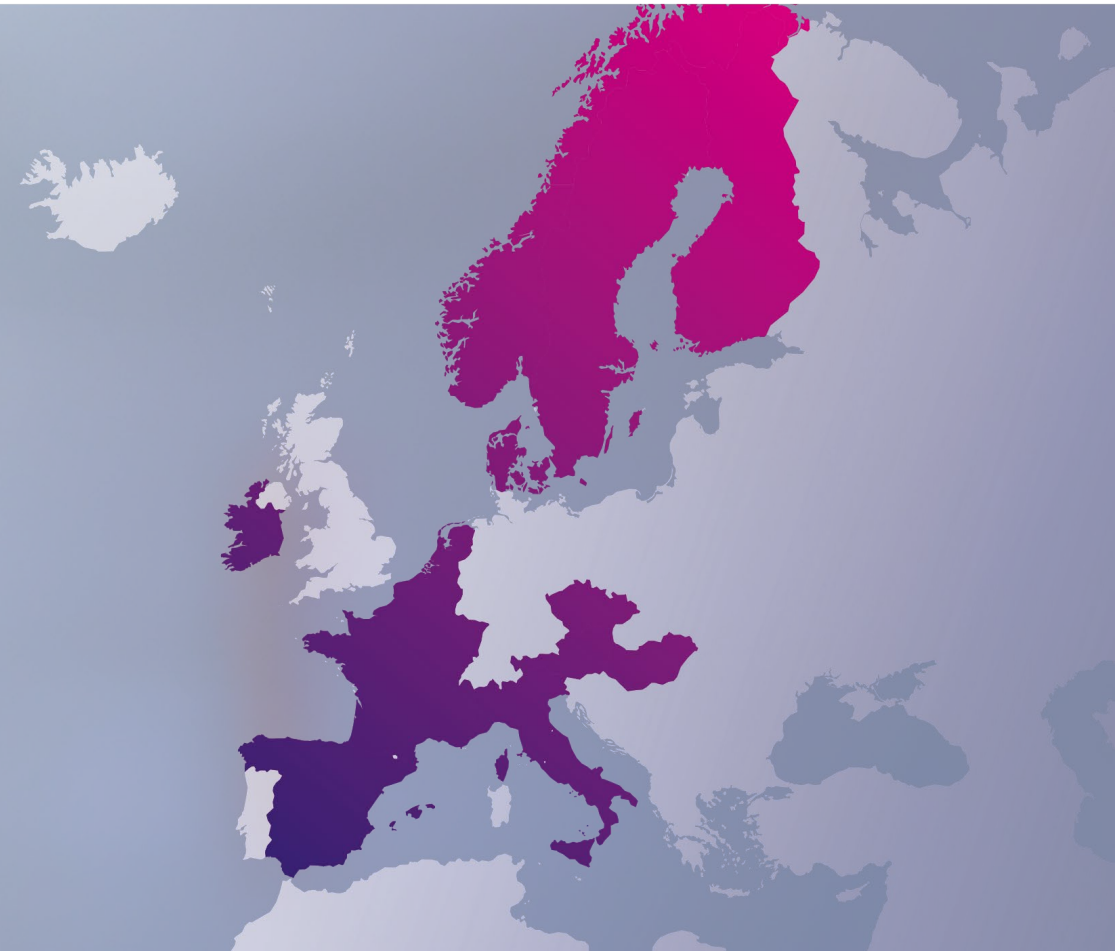
 **ditt apotek**

Terclara® is approved in **13 European** countries

Market approvals

- Austria - OTC
- Belgium - OTC
- Czech Rep. - Rx
- Denmark - Rx
- Finland - Rx
- France - Rx
- Hungary - OTC
- Ireland - Rx
- Italy - OTC
- Netherlands - OTC
- Norway - OTC
- Spain - Rx
- Sweden - OTC

Pipeline of **additional approvals**
for all major markets



Commercialization rollout: focus on EU



Terbinafine now secured for a pan-European launch

The early Swedish launch provided key insights into consumer behavior and user data to support further OTC switches.

Build on go-to market strategies for the remaining EU territories. Norway now launched as part of this strategy

Aim to secure a larger share of the value chain by taking an active role in the commercialization and a stronger direct presence

Next steps to focus on further successful launches as part of a pan-European rollout.



Strong commercial partners in place



USD 58m

Canadian market for
onychomycosis prescription drugs



- Up to USD 14.6 million in milestone payments, with USD 0.5 million upfront
- Royalties on future net sales in Canada

USD 10m

Scandinavian OTC market for topical
onychomycosis



- Allderma is managed by the team responsible for the successful Nordic launch of Nalox®, our first-generation nail fungus product

USD 7m

Israeli market for topical drugs
for onychomycosis



- A leading provider of extended topical and other specialty pharmaceuticals in Israel
- Distribution agreements with attractive margins

Behind Terclara:

Moberg Pharma, a **pharma company** with a strong track record

- Moberg Pharma's R&D is based on discoveries of late Dr. Sven Moberg of Sahlgrenska University Hospital in Gothenburg, Sweden.
- All Moberg Pharma products contains a patented keratolytic carrier which also promotes the visible improvement of the nail
- Moberg Pharma has previously successfully launched Nalox®/Naloc® in the EU and Keralac Nail® in the US
- Moberg Pharma is listed on the OMX SE stock exchange



Executive summary

- ▶ World-leading ability to kill nail fungus: 76% of patients became fungus free, in two phase 3-studies including 800+ patients
- ▶ Terbinafine, the gold standard active for nail fungus treatment, directly and effectively delivered to the nail
- ▶ Strong premium position from true competitive advantage: Targeting category leadership with USD 250-500m potential global product sales
- ▶ Partners in place for Canada, Scandinavia, Israel
- ▶ Proven commercial track record from Kerasal Nail® – built SEK 440 million franchise in US
- ▶ Very successful launch in Sweden, the first market. Value share 35 percent, volume share 29 percent
- ▶ Approved in 13 European markets, more pending



Thank you!
to our hard-working Team,
great Partners,
supportive Board & Shareholders



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