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The merger between Peptonic and Pharmiva creates a leading global femtech company

At an extraordinary general meeting on August 21, Pharmiva's shareholders approved the planned merger between Peptonic Medical AB ("Peptonic") and Pharmiva AB ("Pharmiva"). The merger creates a stronger player in the rapidly growing market for intimate women's health.

The decision at the extraordinary general meeting means that the merger is expected to be completed during the fourth quarter of 2023, in accordance with the communicated schedule.

"The merger with Pharmiva is strategically important and means that we immediately strengthen our product portfolio and increase the pace in terms of growth and geographical expansion. The New Peptonic gets a stronger position towards customers as well as partners and suppliers. The merger is an important step on the way to building the New Peptonic and creating the conditions to become a cashflow positive company," said Anders Blom, Chairman of the Board of Peptonic AB.

"By merging two Swedish players, we are laying the foundation for a leading Swedish femtech company with strengthened opportunities to grow organically as well as through acquisitions. The Boards of Directors of Peptonic and Pharmiva have a mutual view of the future strategic direction and thus share the vision of continuing to build a broad portfolio of self-diagnostic rapid tests and clinically proven self-care products in intimate women's health," said Malte Zaunders, Chairman of the Board of Pharmiva AB.

The merger enables faster growth in the important US market

Both Peptonic and Pharmiva are femtech companies focused on improving women's ability to self-manage their intimate health by providing rapid tests and clinically proven self-care products based on the concept of Diagnose, Treat, and Prevent. Pharmiva's self-care treatment for bacterial vaginosis Vernivia is an excellent complement to Peptonic's self-diagnostic rapid test VagiVital VS, for the same diagnosis. The United States is today the single largest market for VagiVital VS and also the most strategically important market for Vernivia.

"The self-test VagiVital VS is Peptonic's bestselling product today, with the US being the single largest market. Being able to offer a patented self-care treatment to our existing test for bacterial vaginosis means a very strong offering that enables faster growth in existing channels," said Anders Blom.

Positive profit contribution in 2024

The merger creates organizational synergies and broadens competence, which strengthens the ability to realize the sales potential in the existing offer, as well as continued development of the companies' technology platforms and broadening of the product portfolio. Overall, the New Peptonic gets reduced overhead costs to run the business, and a more cost-effective organization compared to the companies individually. It is estimated that Pharmiva should make a positive contribution to the group result already in 2024.

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