



PRESS RELEASE

Malmö, January 3rd, 2019

New Nordic Healthbrands AB (publ) Divestment of registered trademark Dermyn® in Sweden

New Nordic Healthbrands AB has sold the "Dermyn" trademark registration 376186 for a cosmetic product in class 3 in Sweden to MedicaNatumin AB (publ) with effect from 1st January 2019.

New Nordic has been selling Dermyn, a cosmetic face cream, under license since 2005, when the company acquired the trademark in Sweden and a few other countries.

Neither the loss of revenue and profit from the discontinued sales of Dermyn in Sweden nor the cash amount received from the sales of the registered trademark will significantly influence the income statement in 2019.

"The sale of the trademark in Sweden is in line with our wish to divest non-strategic in-licensed products and instead increase focus on our own products and trademarks", says CEO, Karl Kristian Bergman Jensen.



Karl Kristian Bergman Jensen, CEO

The information in this press release is that which New Nordic Healthbrands AB (publ) is required to disclose under Sweden's Securities Market Act. and made public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 8:00 (CET) on January 3rd, 2019.

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About New Nordic:

New Nordic Healthbrands AB (publ) is a Swedish-based company, with a unique know-how in medicinal plants, founded in 1990 and quoted on Nasdaq Stockholm, First North, since 2007.

New Nordic develop effective herbal dietary supplements and cosmetics to satisfy specific health and beauty needs and market these under the New Nordic brand with the characteristic "silvertree" mark to a growing number of people all over the world.

The New Nordic branded products are now available in 34 countries in pharmacies, beauty and health stores. New Nordic has it's own small sales and marketing companies in most European Countries, Canada, USA, Hong Kong and China, to serve the retailers and the end consumers closer to their home.

In 2017, sales amounted to 345 MSEK. Nearly all New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com