



PRESS RELEASE

Malmö 28 February 2020

New Nordic Healthbrands AB (publ) has decided to apply for listing on Nasdaq Main Market Stockholm during 2021

New Nordic Healthbrands AB (publ) has decided to apply for listing on Nasdaq Main Market Stockholm during 2021

New Nordic Healthbrands AB (publ) has decided to initiate preparations for a listing application on Nasdaq Main Market Stockholm in 2021.

New Nordic is growing and expanding internationally. A listing on Nasdaq Main Market will attract more interest to the New Nordic share from international investors

New Nordic is currently not planning to issue more shares in the company in combination with the listing.


Karl Kristian Bergman Jensen, CEO

New Nordic Healthbrands AB
Södra Förstadsgatan 3 C
SE-211 43 Malmö
Sweden

This information is information that New Nordic Healthbrands AB (publ) is obliged to make public, pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on 28 February 2020 at 8:00 CET.

Contact:

Karl Kristian Bergman Jensen, CEO +46 40-239520 (switchboard),
Marinus Blåbjerg Sørensen, CFO +45 46323344 (switchboard)

New Nordic Healthbrands AB (publ), SE-211 43 Malmö, Sweden Phone +46-40-239520, email: kk@newnordic.com. Registered office: Malmö, Reg. No. 556698-0453.

Certified advisor: Mangold Fondkommission AB. +46 8 503 01 550.

New Nordic Healthbrands AB (publ) was founded in 1990 and is quoted on Nasdaq First North Growth Market Sweden since 2007. The company's business concept is to offer the most effective and safe food supplements, natural medicines and cosmetic products for specific health and beauty concerns. New Nordic's branded products are now available in 34 countries in pharmacies and health stores. The New Nordic Group has its own small sales and marketing companies in most European Countries, Canada and the US, to organize local marketing campaigns, serve the pharmacy and health retailers and serve the end consumers. In 2019, sales were 453 MSEK. Nearly all New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.