



PRESS RELEASE

Malmö 28 February 2022

New Nordic Healthbrands AB (publ) has decided to postpone the application for listing on Nasdaq Main Market Stockholm. The application will be made late 2022 with the aim to list in 2023

Following our announcement on February 28, 2020, we confirm that we are preparing for listing on Nasdaq Main Market Stockholm.

However, we have decided to postpone the application until the covid situation has eased and the geopolitical and financial situation is more stable and predictable.

We expect that the application will be made late 2022 with the aim to obtain listing 2023..

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

New Nordic does not currently plan to issue more shares in the company in combination with the listing.

Karl Kristian Bergman Jensen, CEO

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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 2022 at 8:00 CET.

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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 40 countries in pharmacies, beauty stores 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 2021, sales were 515 MSEK. Nearly all New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.