

## **Enorama Pharma AB (publ)'s tobacco-free white pouch NIC-S now available in U.S. retail**

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In April this year, Enorama Pharma AB (publ) (the "Company") distributor in the USA, Premier Manufacturing Inc. ("Premier Manufacturing"), launched NIC-S in the USA. Premier Manufacturing has launched the product nationwide and received very positive feedback on the product.

The Company entered into an agreement with Premier Manufacturing in September last year. Trade advertising of NIC-S began earlier this year, and since April, Premier has been visiting distributors and buyers in the USA to introduce the brand. The reaction to the premium product NIC-S has been very positive, and almost all the buyers contacted have found that the product provides a superior experience in terms of both taste and the sensation of the nicotine pouch. Many buyers have already committed to stocking the product in their stores. As a result of the launch, NIC-S is now available in 21 states in the USA, with more than 33 distributors and in over 700 retail stores.

Russell Mancuso, Senior Vice President Consumer Products at Premier Manufacturing, comments: "We are very pleased to have reached an agreement with Enorama Pharma and become their exclusive partner for the sale of NIC-S in the USA. The initial results have been very encouraging, and we look forward to continued brand development, market sales growth, and consumer awareness and acceptance of NIC-S."

Annette Agerskov, CEO of the Company, adds, "It is so gratifying to see our efforts starting to pay off. We have developed a range of high-quality products, invested in the PMTA application, and collaborated with Premier Manufacturing, which has handled the launch very professionally. The White Pouch market in the USA is enormous and continues to grow rapidly. We are very happy with our early results and expect rapid growth over the next 12 months."

### **CONTACT**

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### **ABOUT ENORAMA PHARMA**

Enorama Pharma's goal is to become a leading global supplier of consumer-friendly nicotine replacement products. The business idea is to develop and sell both medicinal gums and non-medicinal, tobacco-free nicotine products and offer these both as Private Label and under their own brands. For more information, visit [www.enoramapharma.com](http://www.enoramapharma.com)