

## NOSA launches full consumer assortment in french pharmacy market

**NOSA today announces the launch of its full consumer product portfolio in the French pharmacy market through an agreement with Phoenix OCP SAS (“OCP”), the French subsidiary of PHOENIX Group – one of Europe’s leading pharmaceutical distribution companies. The launch represents a significant step in NOSA’s international growth strategy and strengthens the Company’s presence in one of Europe’s largest pharmacy markets. The launch includes the product categories Nozoil, Odor Control, Microbial Control and Smell Training.**

France is one of Europe’s most developed and extensive pharmacy markets, with approximately 20,000 pharmacies and a strong tradition of pharmacist-led patient counselling. Pharmacies play a central role in self-care, making the market particularly attractive for NOSA’s innovative over-the-counter products within the Ear, Nose and Throat (ENT) category.

Through the partnership with OCP, NOSA gains access to a highly developed distribution infrastructure. OCP is the market leader in pharmaceutical distribution in France, with an estimated market share of approximately 30 percent of pharmacy purchases, supplying more than 70 percent of the country’s pharmacies. The company serves around 16,000 pharmacies through a network of 57 distribution centers and provides multiple daily deliveries.

OCP is part of PHOENIX Group, one of Europe’s largest pharmaceutical distributors, with approximately 49,000 employees and revenues of around EUR 50 billion in the 2024/25 financial year. OCP’s French operations comprise approximately 5,000 employees and annual revenues of close to EUR 9.5 billion.

The French pharmacy market does not allow large pharmacy chains and is instead composed of many independent pharmacies. These are often affiliated with so-called “groupements”, which may act as purchasing organizations and, in some cases, franchise-like structures.

The launch will be supported through targeted initiatives with several major groupements in France, including PharmaActiv, Pharmavie, Giropharm and Giphar, with distribution via OCP’s wholesale platform Pharmalia, which is used daily by approximately 12,000 pharmacists in France. This combination enables both broad distribution and rapid market access.

“Launching in France marks an important milestone for NOSA. We are gaining access to one of Europe’s largest and most sophisticated pharmacy markets through a partner with unique reach and logistics capabilities. This significantly enhances our ability to scale our presence and make our products available to a broad patient population,” says Adrian Liljefors, CEO of Nosa Plugs AB (publ).

The launch in France is part of NOSA's overall strategy to expand across Europe through partnerships with leading distribution companies and to strengthen the Company's position within innovative nasal products. NOSA already has an established in-house sales force in France, which will continue to actively develop the pharmacy market going forward.

**For further information:**

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**About NOSA:**

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NOSA Plugs AB (publ) is a Swedish medical technology company that has been listed on Nasdaq First North Growth Market since 16 March 2023, under the ticker "NOSA". FNCA Sweden AB acts as the company's Certified Adviser.

The publication is a translation of the original Swedish text. In the event of inconsistency or discrepancy between the Swedish version and this publication, the Swedish language version shall prevail.

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**Attachments**

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