

NOSA appoints new distributor and launches Nozoil at Vitusapotek and Ditt Apotek in Norway

NOSA today announces that the company has initiated a cooperation and received an order from the Norwegian pharmaceutical wholesaler Norsk Medisinaldepot (NMD). The collaboration relates to the product Nozoil in the Norwegian market.

In connection with the start of the cooperation with NMD, Nozoil will be launched both online and in physical pharmacies at Vitusapotek and Ditt Apotek, starting September 15, 2026.

Through this launch, NOSA gains access to an extensive pharmacy network comprising approximately 400 locations, of which around 300 are Vitusapotek and 100 are Ditt Apotek. Together, these chains cover roughly one-third of the Norwegian pharmacy market and employ approximately 3,000 people.

NMD is a vertically integrated operator with activities spanning both pharmacy retail and national pharmaceutical distribution. In addition to prescription medicines, the product offering includes over-the-counter products as well as health and beauty items, providing NOSA with strong opportunities to reach a broad customer base across the country.

The launch represents an important step in NOSA's continued expansion in the Nordic region and further strengthens the company's presence in the Norwegian market following the launch with Apotera at the end of 2025.

"We are very pleased with the collaboration with NMD and the opportunity to launch Nozoil through Vitusapotek and Ditt Apotek. With their strong market position and nationwide distribution, we see significant potential to further increase the availability of our products in Norway," says Julia Ohayon, Head of Consumer Sales.

The Norwegian pharmacy market consists of approximately 1,000 pharmacies and generates total annual sales of around NOK 40 billion. The market has demonstrated a stable growth rate of approximately 3–5 percent per year, driven by an aging population and increasing demand for both prescription medicines and over-the-counter products. Sales continue to be predominantly conducted through physical pharmacies, which account for an estimated 90 percent of the market, while e-commerce represents a growing but still relatively small share of approximately 10 percent.

For further information:

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About NOSA:

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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