

## Swedencare AB (publ) announces that MWI Animal Health® has been awarded the exclusive rights to market and sell the Stratford Care Brand in the US.

**Swedencare's subsidiary Stratford Care USA, announces that it has executed a long-term agreement with MWI Animal Health®, whereas MWI secures the exclusive rights to market and promote the Stratford Care Brand of dermatology, dental, and nutritional products for the U.S. veterinary market.**

Commenting on the new agreement, Cynthia Merritt, Sr. Vice President of Commercial at Stratford Care U.S.A. said: "This is very exciting time for Stratford and our Stratford Care Brand of products. Our team has been working in partnership with MWI for over 11 years, and this agreement both formalizes and ensures our continued cooperation and growth in the US veterinary market."

"We are thrilled to have finalized this agreement and excited to continue to offer Stratford products to our MWI customers," said Julia Loew, Senior Vice President of Commercialization Services at MWI Animal Health®. "Stratford Care USA has a strong reputation as a trusted partner in the animal health industry, which aligns with our purpose, vision, and values. We look forward to continuing to build on our 11+ year relationship with Stratford and this exceptional line of products."

Acquired by Swedencare in 2020, Stratford Care is a quality healthcare range of products launched in 2011 designed to support the health and wellbeing of dogs and cats.

"MWI has been instrumental in the growth of the Stratford brand over the years, and for some time we have discussed how to develop the partnership best for both parties. In fact, the origin of the name Stratford was in conjunction with MWI as at the time of its launch; MWI's corporate office was on Stratford Drive in Meridian Idaho. I previously commented that we will gladly work with select partners which will ensure above industry growth for many years to come. MWI's reputation is fantastic both in and outside of the US, and we all look forward to growing the sales together," says Håkan Lagerberg, CEO of Swedencare.

Terms of the agreement are not being disclosed.

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**For more information, please contact:**

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**About Swedencare**

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Swedencare, a listed company on NASDAQ First North Growth Market, specializes in pet healthcare and produces, markets and sells premium products in the global and fast-growing market. The company has a wide range of strong brands and products within most therapy areas, including Animal Pharmaceuticals®, Nutravet®, NutriScience, Pet MD®, Stratford®, VetWELL®, NaturVet® as well as ProDen PlaqueOff® for oral health to dogs and cats. Swedencare's headquarter is in Malmö, Sweden with subsidiaries located in nine countries with products sold in more than sixty countries. Swedencare's sales have increased significantly over the last few years with strong margins and profits.

**Attachments**

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