

AMPLICON FILES FOR EU TRADEMARK FOR ITS LEADING CONSUMER PRODUCT

Amplicon, a wholly owned subsidiary of Emplicure AB (publ), that focuses on developing consumer products, today announced that it has filed at the European Union Intellectual Property Office (EUIPO) for a trademark registration for its leading product.

The effective filing date was June 1, 2022. Amplicon believes that a European Union Trademark materially enhances the global value of its brand portfolio.

"We are swiftly advancing the development of our dry white nicotine pouches with unique and consumer-empowering profiles for how flavor and nicotine are released. This filing is a critical milestone because we believe that a strong brand, protected by intellectual property rights, will allow us to fully extend the value of our innovation to markets across Europe and beyond," says Tomas Hammargren, Chairman of Amplicon.

The EUIPO manages the registration of the European Union trademark (EUTM), which provides intellectual property protection in all EU Member States.

Amplicon is premiering two dry white nicotine-pouch products at the Global Forum on Nicotine in Warsaw on 16-18 June 2022. The technology springs from Amplicon's IP, based on ceramic biomaterials, and represents a completely new generation of nicotine products with distinct properties for enhanced user experiences.

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Emplicure develops new and innovative products by combining existing and approved active substances with advanced materials science within ceramic biomaterials. The product portfolio is focused on chronic pain and on abuse-deterrent formulations. Wholly owned subsidiary Amplicon AB develops consumer products with oral nicotine as the first product. The share is listed on Nasdaq First North Growth Market (EMPLI). Read more at www.emplicure.com