

18 April 2023

**Futura Medical plc**  
**("Futura" or the "Company")**  
**MED3000, Eroxon® UK Launch**

Futura Medical plc (AIM: FUM) ("Futura" or the "Company"), a pharmaceutical company developing a portfolio of innovative products based on its proprietary, transdermal DermaSys® drug delivery technology currently focused on sexual health, today announces that its breakthrough, topical gel formulation for the treatment of erectile dysfunction (ED), MED3000, under the brand name Eroxon®, is now available for purchase in the UK.

Futura's EU and UK distribution partner, Cooper Consumer Health, a leading International independent self-care organisation, has today announced that Eroxon® is now available from boots.com and is being rolled out in store from 18<sup>th</sup> April 2023.

The prevalence of ED disrupts the lives of at least 1 in 5 men globally with around 22 million men suffering ED in the US and 20 million men in the UK, France, Italy, Spain and Germany. ED is a growing problem, with around half of men over the age of 40 experiencing ED and a quarter of men diagnosed with ED now being under the age of 40. This is being driven by an ageing population, increased obesity and prevalence of health conditions such as diabetes which contribute to erectile problems, as well as societal pressures and "performance anxiety" issues in the case of younger men. There has been little innovation in ED treatments in over a decade and many patients continue to suffer dissatisfaction with existing treatments.

Eroxon®, which is fast-acting with minimal side-effects, has the opportunity to provide an alternative option and significant benefits compared to existing ED treatments, especially for those patients seeking a spontaneous intercourse experience as Eroxon® helps users get an erection within 10 minutes.

MED3000 is the first pan-European topical treatment for ED available without the need of a doctor's prescription and available over the counter.

**James Barder, Chief Executive Officer of Futura Medical said:** "We are pleased to confirm that Eroxon is available in the UK from today. This is a significant milestone for the Company as our distribution partners continue to increase the availability of Eroxon® across different markets. ED is a growing problem and we believe that today's announcement will be welcomed by many men suffering from ED for whom current front-line treatments for ED are unsuitable."

**ENDS**

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**About Futura Medical plc**

Futura Medical plc (AIM: FUM), is a pharmaceutical company developing a portfolio of innovative products based on its proprietary, transdermal DermaSys® technology. Each DermaSys® formulation is separately patented and specifically tailored for the selected indication and application, as well as being optimised for clinical efficacy, safety, administration

and patient convenience. The products are developed for the prescription and consumer healthcare markets as appropriate.. Development and commercialisation strategies are designed to maximise product differentiation and value creation whilst minimising risk.

MED3000 is Futura's topical gel formulation that is a novel treatment for erectile dysfunction ("ED") through a unique evaporative mode of action. Futura has previously conducted an initial Phase 3 study using MED3000 in ED, referred to as "FM57" which enabled Futura to be granted a CE Mark in 2021. A second confirmatory Phase 3 clinical study, "FM71" was also conducted to support Futura's regulatory submission to the FDA with 96 ED patients and endpoints at 24 weeks, demonstrating that MED3000 presents an effective clinically proven treatment for ED with a rapid speed of onset and a favourable benefit versus risk profile ideally suited for an 'Over the Counter' classification.

Eroxon® is CE marked in Europe and UKCA marked in the UK as a clinically proven topical treatment for adult men with erectile dysfunction under the brand Eroxon® with a key claim of "Helps you get an erection within 10 minutes". Eroxon® is the agreed brand name in certain regions such as the EU whereas MED3000 continues to be the internal code name used by the Company and also in reference to countries where regulatory approval or commercial distribution agreements have not yet been achieved. [www.eroxon.com](http://www.eroxon.com)

Futura is based in Guildford, Surrey, and its shares trade on the AIM market of the London Stock Exchange. [www.futuramedical.com](http://www.futuramedical.com)

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