

2 September 2024

**Futura Medical plc**  
**("Futura", "the Group" or the "Company")**  
**Update on US launch**  
***Eroxon's availability on Amazon and in stores***

Futura Medical plc (AIM: FUM), the consumer healthcare company behind Eroxon®, that specialises in the development and global commercialisation of innovative and clinically proven sexual health products, announces that as part of Haleon's launch plan, as of 1 September 2024, Eroxon is available for pre-order online for delivery in October and will also be available in stores in the US from October 2024.

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**Notes to Editors:**

Futura Medical plc (AIM: FUM) is the developer of innovative sexual health products, including lead product Eroxon. Our core strength lies in our research, development and commercialisation of topically delivered gel formulations in sexual health products.

Eroxon, Futura's clinically proven lead product, has been developed for the treatment of Erectile Dysfunction ("ED"). The highly differentiated product, which is the only topical gel treatment for ED available over the counter and helps men get an erection in ten minutes, addresses significant unmet needs in the ED market.

ED impacts 1 in 5 men globally across all adult age brackets, with approximately half of all men over 40 experiencing ED and 25% of all new diagnoses being in men under 40.

Futura has distribution partners in place in a number of major consumer markets including Haleon in the US, the largest market for ED in the world, and Cooper Consumer Health in Europe. Eroxon has been nominated for a number of healthcare industry awards and has won two to-date.

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