MediNavi AG
Die eHealth AG

Press Release

An industry leader in the medical cannabis and nutraceutical markets, MediNavi AG and its Danish subsidiary Nordic Swan Pharma Group, initiate expansion to include five new markets alongside the launch of several new products

Frankfurt am Main: MediNavi is pleased to announce that its Danish based company, Nordic Swan Pharma Group, of which MediNavi AG acquired complete ownership in 2022, will expand with five new markets to, in all, eight countries and is set to launch several new products in the current fiscal year.

The expansion, which includes Germany, England, France, Spain, and Bulgaria, follows successful operations in Denmark, Norway, and Sweden. With this move, we aim to further strengthen our position as leading providers of CBD infused products and health supplements in the European market.

Nordic Swan Pharma Group and its private label, Nature Swan, is committed to enhancing the well-being of patients and has been expanding its investment portfolio in the European medical cannabis market for an extended period. Furthermore, the company is actively researching, developing, and manufacturing a wide range of products that include cannabinoids in cosmetics, nutraceuticals, skincare, and food supplements.

Also, we're proud to announce the upcoming launch of three new CBD products that include a dietary supplement for uric acid control – sometimes still referred to as gout – and a new addition to our cosmetic line, namely a hyaluronic acid serum. The serum is an intensive treatment containing a high concentration of hyaluronic acid complex, which aids the rejuvenation of the skin, the reduction of wrinkles, and the protection of the skin with provitamin B5.

»As detailed in the latest European CBD Health & Wellness Report, published in 2023[1], the CBD industry is currently thriving in Europe, serving millions of consumers with a variety of products across the continent and we're thrilled to announce the expansion into new markets as well as the launch of new products,« says newly appointed Nordic Swan Pharma Group CEO Brian Palm Svaneeng Mertz and continues, »We're confident that our products will be well-received in these regions, and we look forward to building strong relationships with our new customers and wholesalers.«

CEO and chairman of MediNavi, Anna Wohlthat adds, »We see tremendous opportunities for growth in these new markets, and we're excited to be expanding our reach in Europe. We have high expectations for the future of Nordic Swan Pharma Group and the Nature Swan label, and are committed to delivering quality products and excellent customer service,« Anna Wohlhat concludes.

MediNavi AG and Nordic Swan Pharma Group remain steadfast in our pledge to offer our customers with top-tier CBD and health supplements, as well as expanding our product range to meet the requirements and desires of our customer base. As we operate in developing markets, we're also poised to take advantage of the next two to five years, which according to Prohibition Partners, will see fully legal CBD food products being made available on the shelves of all major retailers in every country on the continent. This prediction has been outlined in the 2023 edition of the European CBD Health & Wellness Report.

About Nordic Swan Pharma Group ApS
Nordic Swan Pharma Group is a pharmaceutical company specialized in medicinal cannabis and cannabinoids. Nordic Swan Pharma Group is investing in the Medical Cannabis Industry across Europe with a dedication and vision to improve individuals' quality of life. We're specialized in the development and manufacturing of nutraceuticals, supplements, and skincare products containing cannabinoids and other naturally powerful ingredients which is been sold via our webshop across Europa and Scandinavia.

About MediNavi AG
Based in Frankfurt, Germany, MediNavi AG is a holding company that wholly owns Nordic Swan Pharma Group ApS.

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[1] Issued by PP Intelligence Ltd.

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