

Press release March 1st, 2018

Sedana Medical AB (publ) starts its own sales operations in Norway and Denmark.

Sedana Medical AB (“Sedana Medical” or “the Company”) is recruiting Norwegian and Danish Sales Manager and is thus established in Norway and Denmark with its own direct sales business from March 1, 2018.

Alongside the ongoing clinical study being conducted in Germany and ahead of planned marketing authorisation for the medicinal product IsoConDa® (isoflurane) in Europe, Sedana Medical is building up an international sales organisation of its own in its principal markets, supplemented by external distributors in other markets.

Sedana Medical several years ago established a presence with its own sales organisation in Germany, where its medical device AnaConDa is now sold. AnaConDa is a patented medical device with a unique technology making it possible to sedate patients with volatile anaesthetics, IsoConDa, in intensive care units, so called inhalation sedation. A separate direct sales organisation was also set up some time ago in France and Spain. During the last months in 2017, the Company opened the door to its own direct sales of AnaConDa in Sweden as well and prepare for the launch of the future pharmaceutical IsoConDa.

“We are proud that we are taking this step in our development. The Nordic Region, which is our domestic market, is important to us. This is entirely in line with our strategy of independently developing inhalation sedation therapy in intensive care and expansion of our own sales organisation in several European countries. We are consequently taking a major step towards realising our vision of making inhalation sedation with IsoConDa and AnaConDa a global standard of care treatment for the sedation of mechanically ventilated patients in intensive care,” says Christer Ahlberg, CEO of Sedana Medical AB (publ).

The market in brief

Sedana Medical's market consists primarily of mechanically ventilated intensive care patients. The market for sedation of mechanically ventilated intensive care patients today consists of established drugs that are administered intravenously. The target group the Company is focusing on are those patients who are ventilated for more than 24 hours, a target group that globally amounts to between two and four million patients per year. In total, the Company consider this to be a market of SEK 10-20 billion per year, of which Europe accounts for about SEK 6 billion.

SEDANA MEDICAL

For additional information, please contact:

Christer Ahlberg, CEO, Sedana Medical AB
Mobile: +46 70 675 33 30, E-mail: Christer.ahlberg@sedanamedical.com

Sedana Medical is listed on Nasdaq First North in Stockholm and Erik Penser Bank (+46 8 463 83 00) is certified adviser to Sedana Medical.

Sedana Medical AB (publ) has developed and sells the medical device AnaConDa, for the administration of volatile anaesthetics to mechanically ventilated patients. A major clinical registration study is currently ongoing to obtain market approval in Europe for inhalation sedation in intensive care units with the pharmaceutical IsoConDa® (isoflurane)

Sedana Medical has direct sales in the Nordic countries, Germany, France and Spain as well as external distributors in the rest of Europe, Middle East, Canada, Australia and South Korea. The company headquarters are based in Stockholm, Sweden with R&D operations in Ireland.