DIGNITANA GROWS BUSINESS IN ITALY
New Subsidiary Registered

Dignitana AB today registered Dignitana S.r.l (Società a responsabilità limitata) as a new entity in Italy. The entity is a wholly-owned subsidiary of Dignitana AB and will function under the leadership of Dignitana AB. The registration of Dignitana S.r.l enables Dignitana to provide scalp cooling services to public health facilities throughout Italy. By doing so, Dignitana can meet the increasing number of requests for scalp cooling at new medical centers. With this registration the company can now finalize contracts for the sale of 3 machines in Italy.

“We are excited to announce the registration of Dignitana S.r.l as an Italian entity, which is Dignitana AB’s latest subsidiary, and look forward to the positive impact this will have on the quality and efficiency with which we serve our customers,” said William Cronin, CEO of Dignitana AB. “Our continued expansion into the international market enables us to offer the latest in patient-centered technology to an ever-growing population, while addressing one of the most dreaded side effects of today’s most advanced treatment options.”

Until recently, hair loss was deemed an inevitable side effect of chemotherapy and continues to serve as an unwelcome reminder of the disease to cancer patients and their caregivers. An estimated 10 to 15 percent of patients decline prescribed chemotherapy out of fear of losing their hair, making greater accessibility to scalp cooling a major advancement in the field of cancer care.

According to the World Health Organization, there are more than 3.7 million new cases of cancer reported across Europe every year, representing the second highest cause of morbidity in the continent. For every 100,000 Italian residents, more than 278 are diagnosed with cancer, according to the World Cancer Research Fund. Breast cancer continues to be the most common diagnosis among European women, with Italy coming in at number 12 among the top 20 countries with the highest incidence of breast cancer.

This information is information that Dignitana AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, by the above contact, for publication at 0800 CEST on July 20, 2018.

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About Dignitana AB (publ)
Dignitana AB is the world leader in clinically superior scalp cooling technology. The company produces The DigniCap® Cooling System, a patented medical cooling device that offers cancer patients the ability to minimize hair loss during chemotherapy. FDA cleared since 2015, DigniCap provides continuous cooling with high efficacy, safety and acceptable patient comfort. Dignitana AB is listed on Nasdaq First North Stockholm in Sweden with headquarters in Lund, Sweden and operations based in Dallas, Texas in the United States. Company subsidiaries are Dignitana, Inc. in the United States and Dignitana S.r.l. in Italy. Erik Penser Bank is Certified Adviser. Learn more at www.dignitana.se and www.dignicap.com.