

Pharmacolog invests in France

Pharmacolog cancels collaboration with distributor Pharmed SAM and hires sales manager based in France for sales on the French market. The company has also started the formation of a French subsidiary.

Since November 2016, Pharmacolog has worked with Pharmed SAM regarding representation in the French market. Pharmed has since expanded its portfolio and is increasingly investing in its industrial product segment and has thus shifted its focus compared to previously. Pharmacolog has therefore hired a sales manager located in France who will handle the company's commercial activities in the French market. The company also forms a wholly owned subsidiary in France. The start date for the employment is not yet determined but will be during the first quarter of 2020.

Mats Högberg, CEO comments: "I am extremely pleased to have hired a very qualified person with long experience in sales to hospital pharmacies. Until now, we have not had the outcome we expected in France. Our distributor Pharmed has since the beginning of our collaboration expanded its product portfolio and is unable to give our DrugLog® and PrepLog® solutions full focus. But we thank them for good cooperation during the years that have passed. Now that we can now offer the pharmacy PrepLog®, fully integrated with the dominant Chimio prescription system, with our own sales resources, we see a very large business potential in the French market. "

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This information is insider information that Pharmacolog AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication through the agency of the contact person set out above, on December 20, 2019 at 15:30.

About Pharmacolog AB

Pharmacolog is specialized in developing systems and solutions for more effective and safer use of intravenous drugs. The company's first product, DrugLog®, enables a nurse or pharmacist to quickly and easily verify that an injectable drug has the right identity and concentration. Pharmacolog's long-term vision is an individually optimized medication for each individual patient, considering all available parameters in the control and distribution of the drug. Further information regarding the company is available at www.pharmacolog.com. The company's Certified Adviser is Mangold Fondkommission AB, which can be reached on telephone number +46 8-5030 15 50 or through CA@mangold.se.