

Invent Medic to launch Efemia bladder support in Denmark with Props & Pearls as distributor

Invent Medic has today signed an agreement with Copenhagen-based Props & Pearls covering the right to market and sell the Arcamea-product Efemia bladder support to health care entities and end-customers in Denmark. The product will be launched in Q1 2019.

Invent Medic had earlier planned to launch Efemia in Denmark on its own, but to instead use Props & Pearls as a distributor comes with several advantages. These include being associated with a well-respected local partner and access to important health care actors.

"We are very pleased to be able to present Props & Pearls as our Efemia distributor in Denmark. This collaboration makes it possible to launch quickly on the market through a partner with a strong business network," says Invent Medic's CEO Karin Bryder.

"There is a substantial interest in new solutions for stress urinary incontinence in Denmark, which means that Efemia will fit in perfectly in our assortment. We are really looking forward to get started with informing both professional clients and end-customers of the product's advantages," says Props & Pearls CEO Birgitte Baht.

Efemia will be available via Props & Pearls' physical store in Copenhagen and via its webshop propsandpearls.com.

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About Invent Medic

Invent Medic Sweden AB (Invent Medic) is a Swedish company developing innovative products with the aim to improve women's health and quality of life. The company's products are to be safe, effective and easy to use. The finished women's health products are sold through the company's Arcamea brand. Invent Medic's first product, Efemia, is a CE-certified and patented medical technology product used to reduce stress urinary incontinence (SUI) that was shown to reduce urine leakage with 77 percent during usage in a clinical study. The product is based on the same scientific principle as the TVT method, the premier surgical treatment for SUI. Invent Medic's share is listed on the Spotlight Stock Market with the ticker symbol IMS, and the share's ISIN code is SE0007603402. More information can be found at www.inventmedic.com and www.spotlightstockmarket.com.

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