

Press release
August 28, 2019

Invent Medic launches Efemia Bladder Support in the UK with the distributor Advanced Global Health

Invent Medic announces that the company is now establishing its product Efemia Bladder Support in the UK together with the distributor Advanced Global Health. The launch is planned for Q4 2019, with marketing activities targeting health care entities as well as the retail market.

The distributor Advanced Global Health markets and sells several innovative medical technology products in the women's health segment in the UK. The company thus has a long experience and strong relationships with important entities in Efemia's market segment.

"I look forward to the launch of Efemia in the UK, which will be the second major European market where the product will become available in 2019. We are pleased to be working with Advanced Global Health in the UK, as they share our passion to improve women's health and quality of life through the use of innovative medical technology products," says Invent Medic's CEO Karin Bryder.

"Efemia is an innovative product with excellent timing, as many British women in different age groups are eager to adopt a more active lifestyle without having to worry about urine leakage. Based on this, we see a strong potential for Efemia, both in the national health care system and on the retail market," says Advanced Global Health's CEO Alexander Fisher.

It is reported that up to 50% of women experience stress urinary incontinence at some point during their lives. Based on this, the UK constitutes a substantial European market for Efemia with great potential. The agreement with Invent Medic enables Advanced Global Health to sell Efemia directly to consumers as well as to resellers and health care entities. Marketing activities in the UK will be targeting important occupational groups such as gynaecologists and incontinence physiotherapists as well as potential users.

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 by 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.

About Advanced Global Health

Advanced Global Health (AGHealth) is a women's health medical technology company focused on identifying, launching and selling innovative products that bring improvements to secondary care clinicians and patients. The company offers advice and assists with development and primarily distributes novel women's health products across the UK. AGHealth strongly believes that the diffusion of innovative products throughout the NHS will enable rapid improvements in clinical outcomes and diagnostics, whilst offering short and long-term cost savings. The company is dedicated to working with forward thinking manufacturing partners to improve women's health through innovation. More information can be found at aghealth.co.uk

For more information, please contact

Karin Bryder, CEO
Telephone: +46 (0) 723 811 710
Email: info@inventmedic.com

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This information is information that Invent Medic Sweden AB (publ) 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 August 28, 2019.