

Invent Medic to launch Efemia bladder support in the Netherlands and Belgium with the distributor Pelvitec

Invent Medic announces that the company has signed a distribution agreement for its product Efemia bladder support covering the Netherlands and Belgium with the Netherland-based distributor Pelvitec. Efemia will be available in these markets from Q1 2020.

Efemia will be introduced in the Netherlands by Pelvitec at a pre-launch event during a congress for nurses specializing in stress urinary incontinence (SUI) on November 8. It will be followed by a similar event in Belgium on November 22 aimed at pelvic floor therapists.

The Efemia launch in the Netherlands and Belgium in Q1 2020 will follow the ongoing Q4 2019 launches in Germany and the UK. Around 1 million women in the Netherlands and Belgium are estimated to be using some kind of protection against urine leakage and are thereby potential regular Efemia users.

"We are excited about bringing Efemia to the Netherlands and Belgium together with Pelvitec, and that Pelvitec is able to introduce the product at pre-launch events already in November. We know that many women in this region are looking for a non-surgical, effective and easy-to-use SUI solution such as Efemia, and we look forward to satisfying this demand soon," says Invent Medic's CEO Karin Bryder.

"Efemia fits in well in our portfolio as it presents an innovative and clinically proven solution for a major women's health care issue. We are certain that the product will be well received by the health care sector and women with SUI in the Netherlands and Belgium," says Pelvitec's CEO Hero Mulder.

The new Efemia distributor Pelvitec offers a range of health care products to the public health care sector and retail-focused entities in the Netherlands and Belgium. The company has a special focus on the women's health space, including segments such as pelvic floor therapy, urology and gynaecology.

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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 November 05, 2019.

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.