

Press release
September 14, 2020

Invent Medic's product Efemia bladder support included in Kronans Apotek's assortment

Invent Medic announces that the Swedish pharmacy chain Kronans Apotek will include the product Efemia bladder support in its online assortment. Efemia will become available to buy on kronansapotek.se in October 2020.

With this agreement, Efemia will soon be available to buy from four major pharmacy companies in Sweden, as similar agreement have already been signed with Apoteket AB, Apotek Hjärtat and Apotea.

"We are excited that Kronans Apotek will include Efemia in its assortment. We will now work to promote a decision by Kronans Apotek to also include the product in their physical stores, just as Apoteket AB has already done," says Invent Medic's CEO Karin Bryder.

Karin Bryder is pleased with Invent Medic's success when it comes to signing agreements and initiating collaborations to increase Efemia's availability and sales in Sweden since the launch in late 2018.

"We have been able to deliver solid sales numbers for Efemia so far in 2020, despite the Covid-19-related uncertainty in the market. This bodes well for the rest of the year and 2021, as the product is available both through the public health care system and an increasing number of pharmacy chains. The increasing availability is expected to contribute to the awareness of both Efemia and stress urinary incontinence," she says.

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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 September 14, 2020.

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. 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.