

## **Invent Medic publishes newsletter highlighting recent progress for Efemia bladder support in Sweden and Norway**

**Today, Invent Medic publishes a new issue of the company's newsletter aimed at shareholders, investors and other interested parties.**

In this issue, CEO Karin Bryder comments on the positive trend for the company's product Efemia in Sweden and Norway, where an increasing number of public and private entities are starting to offer the product to patients and customers. In Sweden, an agreement with pharmacy chain Kronans Apotek was recently presented, which means that Invent Medic now has agreements with the four largest online pharmacies. The product is also sold in 33 of Apoteket AB's physical pharmacies. In Norway, Efemia can be prescribed at a reduced cost by the public healthcare, and the distributor Quintet has signed an agreement with Apotek1 and the wholesaler NMD that owns the pharmacy chains Vitusapotek and Ditt Apotek.

In the newsletter, Karin Bryder also comments on the company's successful collaboration with physiotherapist and comedian Elaine Miller, and a short film with Elaine can be viewed directly in the newsletter. The collaboration has been highlighted in markets including the UK, which is the company's single largest market.

To read the newsletter, and subscribe for upcoming issues, follow this link:

<https://bit.ly/invsep20en>

The newsletter is published in Swedish and English, with a flexible publishing frequency based on Invent Medic's news flow. It is produced together with the company's IR communication partner Honeybadger, [www.honeybadger.se](http://www.honeybadger.se). Invent Medic encourages feedback and requests on topics for upcoming issues of the newsletter.

### **For more information, please contact**

Karin Bryder, CEO

Telephone: +46 (0) 723 811 710

Email: [info@inventmedic.com](mailto:info@inventmedic.com)

### **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](http://www.inventmedic.com) and [www.spotlightstockmarket.com](http://www.spotlightstockmarket.com).