

## **Invent Medic publishes newsletter on progress and activities to promote growth in Sweden, Europe and the US**

**Today, Invent Medic publishes a new issue of the company's newsletter aimed at shareholders, investors and other interested parties. As the exercise period for the company's TO 1 subscription warrants is running until March 18, 2021, all shareholders who participated in the 2020 share issue are encouraged to use their warrants in time.**

In this issue, CEO Karin Bryder talks about progress and new marketing efforts in Sweden, Europe and the US, and the company's new menstrual cup product ahead of its H2 2021 launch.

In Sweden, Invent Medic has signed a new framework agreement for Efemia bladder support with Region Östergötland. Additionally, the existing agreement with Västra Götalandsregionen has been extended. Invent Medic has also upgraded its market organisation as a part of its growth-promoting activities, including the recruitment to the new positions Customer Success Manager and Growth Marketing Manager. Furthermore, 60 women have been recruited to a testing panel for the menstrual cup product that is being developed with a planned launch in H2 2021.

In Europe, Invent Medic notices a generally increasing optimism among healthcare entities, resellers and regional partners/distributors. The vaccination programs in Europe are expected to contribute to more normal priorities in the healthcare during the second half of the year, and this has led the distributors in countries including the UK and Germany to restart their growth-promoting activities.

In the US, Invent Medic has filed an application for FDA registration of Efemia bladder support. Additionally, market activities are being conducted ahead of an upcoming launch in the region, including preparations for starting up a US subsidiary.

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

<https://bit.ly/invmar21en>

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.

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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. 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).