



MIPS continues to be confident about its leading technology

Following the previous communication in relation to bike gear company Bontrager's new helmets equipped with a new helmet technology called "WaveCel", MIPS initiated a thorough evaluation of the WaveCel technology.

Following a rigorous testing of WaveCel-equipped helmets, MIPS has not found evidence to support the claimed reduction in risk of brain injury by adding the WaveCel technology. MIPS continues to be confident about MIPS BPS as a leading technology and the protection against rotational motion that it offers, even when compared to other technologies. MIPS has been researching brain injuries for more than 20 years and has conducted more than 22,000 tests in its test lab.

MIPS finds it encouraging that more and more helmet brands are acknowledging the importance of reducing the effects of the damaging rotational motion, but there is unfortunately still a lack of an industry-wide standard from third party testing organizations which can make it more difficult for consumers to compare technologies.

"Our leadership in the field of brain protection solutions is rooted in decades of scientific research by neurologists and biomechanists at the top of their field" says Johan Thiel, CEO of MIPS. "We value the collaborative process inherent to research and testing, knowing that a deeper understanding of safety for consumers will result."

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About MIPS

MIPS is a world-leader in helmet-based safety and the protection of the human brain. Based on an ingredient brand business-model, MIPS Brain Protection System (BPS) is sold to the global helmet industry. The BPS solution, which is patented in all relevant markets, is based on 20 years of research and development together with the Royal Institute of Technology and the Karolinska Institute, both located in Stockholm, Sweden.

MIPS headquarter with 26 employees engaged in research and development, sales, marketing and administration is in Stockholm, where its product and technology test facility also is located. The MIPS share is listed on Nasdaq Stockholm. For more information, see www.mipscorp.com

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