



World's First Hockey Helmet With MIPS Brain Protection System Announced

The Swedish brain protection brand, MIPS, announces TRUE Hockey as its first partner in the hockey helmet industry.

MIPS, the world leader in brain protection systems within helmet-based safety, today announces its partnership with premier hockey brand, TRUE and the development of the first MIPS-equipped hockey helmet, the Dynamic 9 Pro, slated for release later this year. The partnership represents an important step in MIPS' strategy to expand into additional helmet categories and is a testament to MIPS' efforts to increase awareness about the need for protective helmet technologies to avoid brain injuries in a variety of activities. Whilst representing an important step in implementing MIPS' strategy, the partnership is not expected to have any material impact on Net sales or EBIT for MIPS during 2019.

“We are very excited about the partnership with True and the possibility to bring increased safety to the world of hockey,” says Johan Thiel, CEO of MIPS. “This is a new category for us but a category that MIPS tried to enter for a long time. True is a partner that shares our values and we are looking forward to the fall when the helmet will be released on the market.”

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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 29 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: www.mipscorp.com

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