

Press release June 18, 2018

Sedana Medical AB (publ) recruits Global Marketing Director

Sedana Medical AB (publ), developing and marketing the medical device AnaConDa and volatile anesthetics for sedation of mechanically ventilated intensive care unit (ICU) patients, today announced the recruitment of Gunilla Mickelsson as Global Marketing Director.

Gunilla Mickelsson has more than twenty years of experience in the pharmaceutical industry, and comes from the position as Senior Director, Head of Marketing, Specialty Care at Sobi.

Gunilla Mickelsson has a solid experience and background with many years of work in global marketing and sales of pharmaceuticals. She has had leading marketing and sales positions at Sobi, Pfizer, Meda and AstraZeneca. In recent years, Gunilla Mickelsson has been responsible for many international drug launches and has successfully developed teams and organizations responsible for brand strategies as well as commercial strategies. In addition, she has worked with business development with responsibility for alliance management and has a broad experience of partner collaboration in the commercialization and distribution of pharmaceuticals.

Gunilla will start as Global Marketing Director on October 1, 2018, and in addition to joining the company's management team, she will be mainly involved in the work of Sedana Medical's global launch of inhalation sedation with AnaConDa and the future drug IsoConDa. IsoConDa is now in a late clinical development phase focusing on inhalation sedation of intensive care patients. The recruitment of Gunilla Mickelsson accelerates the activities in the construction of an effective market organization that will work to reach the overall corporate strategy to make inhalation sedation with AnaConDa and IsoConDa to a global standard therapy for mechanically ventilated patients in intensive care units.

"We are very pleased to strengthen our organization with Gunilla Mickelsson in this exciting development phase for Sedana Medical. Her long experience in marketing and sales in the pharmaceutical industry and market development globally will be a key part of achieving our goals and our vision," says Christer Ahlberg, CEO Sedana Medical.

The market in brief

Sedana Medical's market consists primarily of mechanically ventilated intensive care patients. The market for sedation of mechanically ventilated intensive care patients today consists of established drugs that are administered intravenously. The target group the Company is focusing on are those patients who are ventilated for more than 24 hours, a target group that globally amounts to between two and four million patients per year. In total, the Company consider this to be a market of SEK 10-20 billion per year, of which Europe accounts for about SEK 6 billion.

For additional information, please contact:

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*Sedana Medical is listed on Nasdaq First North in Stockholm
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Sedana Medical AB (publ) has developed and sells the medical device AnaConDa, for the administration of volatile anaesthetics to mechanically ventilated patients. A major clinical registration study is currently ongoing to obtain market approval in Europe for inhalation sedation in intensive care units with the pharmaceutical IsoConDa® (isoflurane)
Sedana Medical has direct sales in the Nordic countries, Germany, France and Spain as well as external distributors in the rest of Europe, Canada, Australia and South Korea. The company headquarters are based in Stockholm, Sweden with R&D operations in Ireland.