

## PAXMAN strengthens its IR communication with Honeybadger

**PAXMAN announces that the company will increase and strengthen its market communication together with the IR agency Honeybadger. A communication plan for 2018 has been finalised, including a newsletter with in-depth information on the company's operations and its on-going global expansion phase.**

As a part of this venture, Honeybadger is appointed as PAXMAN's IR partner in accordance with an ongoing contract. Honeybadger undertakes to assist PAXMAN with strategic advice as well as in the production of the company's regulatory and non-regulatory market communication. The contract also covers the possibility to conduct PR campaigns targeted at Swedish industry and business media.

"During the last 12 months we have installed PAXMAN's leading scalp cooling system at some of the most prominent cancer centres in the United States and signed a license agreement for Mexico with one of the world's largest pharmaceutical companies. Going forward, we will continue to build our market communication on the PAXMAN legacy, recent achievements and future milestones together with Honeybadger. We expect this effort to further increase the attractiveness of the company for Swedish and international investors," says PAXMAN's CEO Richard Paxman.

"PAXMAN is an innovative market leader with technology that can improve the quality of life for people all over the world. As this is in line with our core values, we are truly excited to help strengthen the PAXMAN story and create an effective communication platform aimed at important target groups such as shareholders, investors and media," says Honeybadger's CEO Johan Waldhe.

PAXMAN's new communication plan will be implemented gradually during the year, including the publication of a Swedish edition of the newsletter every two months with the first issue planned for March. The format will then be evaluated during the second half of the year.

### **About Honeybadger**

Honeybadger AB is an IR communications agency based in Gothenburg, Sweden with a high-quality mindset that creates effective and transparent communication together with listed companies and with focus on clients with the potential to improve the living conditions for humans, animals and nature through scientific and technological advancements. Honeybadger is based on 15 years of experience within communication and marketing for listed companies and corporations in the financial sector.

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

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### **About PAXMAN**

*The Paxman Scalp Cooling System has been developed by the Paxman family to reduce hair loss in breast cancer patients undergoing chemotherapy. The concept behind the system came when the mother of four, Sue Paxman, experienced first-hand the trauma of chemotherapy-induced hair loss. With close to 3,000 systems delivered in to hospitals, clinics and treatment centres around the world, PAXMAN is the leading supplier of Scalp Cooling technology. PAXMAN's scalp-cooling cap is made from lightweight, biocompatible silicone that is soft and flexible, providing a snug yet comfortable fit during treatment. PAXMAN AB (publ) has its headquarters in Karlshamn (Sweden), with subsidiaries in Huddersfield (UK) and Houston, Texas (US).*

*The PAXMAN share is listed on Nasdaq First North. FNCA Sweden AB is the company's Certified Adviser.*