



PRESS RELEASE

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Inhalation Sciences Sweden AB (publ) ramps up commercial activities in the US

(Stockholm, Sweden, April 20, 2021) **Inhalation Sciences (ISAB) has signed an agreement with prestigious lead generation company Cience and with Coelus Bio, a boutique CRO consulting firm specialized in inhalation drug development, to generate new leads and sales in the US. It is part of the marketing activities aimed at growing ISAB's sales and presence in the US, a strategic goal for 2021, and becoming a clear market leader in its niche.**

With strengthened sales in 2020 ISAB identified expanding its marketing and sales activities as a vital strategy for 2021, aiming to expand sales in the US. In December 2020 the company announced a new partnership with global branding agency Up, in early 2021 ISAB has rolled out new messaging and branding actions in targeted trade channels, and it will soon be strengthening its digital presence with the launch of a new website.

ISAB Chief Commercial Officer Paolo Raffaelli: "While we are improving our digital reach and preparing for the future, we are also investing in outbound marketing partnerships to strengthen our brand in the US, a key market for Inhalation Sciences. Cience is a worldwide leader in B2B lead generation. Coelus and its principal Matthew Reed, a former VP of Nonclinical Development at the prestigious Lovelace Respiratory Research Institute, bring over 20 years of experience in inhaled drug development and a wealth of Pharma contacts to our Team. I am confident these activities will put Inhalation Sciences on the map of the US inhalation drug development scientific community".

ISAB CEO Manoush Masarrat: "The US stands for almost 50% of the global inhalation market and its respiratory research sector is one of the most dynamic and robust in the world. We've always had great links with the US, scientifically and commercially, now we want to strengthen those links. The new message we're sending to colleagues in CROs and pharma companies in the US is loud and clear – our research technology and services can help you de-risk your clinical programs and find the shortest route to the right drug candidate."

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About Inhalations Sciences Sweden AB (publ)

Inhalation Sciences Sweden AB (publ) develops and commercializes world-leading instruments for research in inhalation. The company's patented lab instrument, PreciseInhale®, enables researchers to characterize, with high precision, how aerosols and small particles impact our lungs, and so our health, when we inhale them.