

Integrum relocates global marketing operations to its US site

Mölnadal, Sweden, July 4, 2022 – Integrum (publ) (Nasdaq First North Growth Market: INTEG B) announces today that the company will consolidate its marketing organization to the US subsidiary. The department will be headed by the company's VP Global Marketing, who will oversee the company's marketing efforts in the US and globally.

Integrum's collected marketing efforts will be coordinated from the US site, thus streamlining the company's market outreach. The updated organization will be led by Ian Dawson, VP Global Marketing, who has previously managed Integrum's US marketing operations. He will report to Integrum's CEO Rickard Brånemark and Thomas Dugan, President of Integrum's US operations.

Ian Dawson has held senior global marketing positions for a number of leading medical device companies. His experience includes over 25 years of marketing of orthopaedic implant systems and market value creation with new disruptive technologies, including surgical robotics. He has previously held roles as Vice President Marketing for North America at Smith and Nephew Wound Management, Senior Vice President of Marketing for MAKO Surgical. In his most recent role, he led the US commercial marketing launch of the Zimmer Biomet orthopaedic robotic platform.

"We are seeing a positive development in our outreach in the US market, based on structured efforts made during the last year. Apart from focusing on market penetration in the US, the updated marketing organization will also coordinate our global outreach by leveraging on lessons learned from the world's largest medtech market," comments Rickard Brånemark, CEO of Integrum.

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Integrum AB is a publicly traded company (INTEG B: Nasdaq First North exchange) based outside of Gothenburg, Sweden, with a US subsidiary in San Francisco, CA. Since 1990, osseointegration, the science behind the OPRA™ Implant System, has been helping individuals with amputations enjoy a dramatically improved quality of life. Thorough surgical experience gained over more than three decades, from more than 500 surgeries, in 14 countries, has led to the development of Integrum's system for bone-anchored prostheses – a vastly superior alternative to the traditionally used socket prosthesis