

PolarCool AB (publ) commences establishment in the UK and Ireland in collaboration with Nisus Medical Ltd

PolarCool AB (publ) has started a collaboration with Nisus Medical Ltd regarding market establishment in the UK and Ireland, PolarCool's first investment in a larger market. The entry into the UK begins with a focus on rugby, the intention being to extend the presence to other sports in the long run.

Nisus Medical Ltd, operating in the UK and Ireland, specializes in helping international manufacturers introduce innovative medical devices in the UK and Ireland (Medical NHS and Private Healthcare). Nisus Medical was founded in 2010 and they have over 20 years of experience in sales and marketing in healthcare from companies such as Johnson & Johnson, Baxter Healthcare, and Pfizer.

Concussions in rugby are a serious problem and the need is great for innovative equipment to mitigate its serious health consequences. In addition, rugby clubs are expected to be able to use the PolarCap® System in cases of repetitive head impact that clearly have been proven to have neurodegenerative consequences. Rugby, together with football, are the largest sports in the UK and Ireland with about 2.3 million practitioners at junior and senior level.

£1billion (GBP) is traded in the national teams and the highest competition series in Great Britain and Ireland which is the 6 Nations championship.

Together, Nisus Medical and PolarCool will work, in the main, with the national and regional professional teams of Rugby Union and League, along with schools and universities, which constitute an extensive market, as well as most other rugby organizations and clubs throughout the region.

Nisus Medical see great potential of uptake and sales of the PolarCap® System and consider the potential profitability to be high. By entering the UK and Ireland, PolarCool estimates a large increase of installed systems and revenues during the period 2020-2021, considering that the number of teams in just the top tier bracket is estimated to be more than 80.

Rugby in the UK and Ireland

Number of registered senior players in the UK and Ireland, according to Nisus survey, amounts to approximately 700,000.

In England, the number of active practitioners, including children and adolescents, amounts to 2 million, of which one quarter are ladies/girls. Officially there are 1809 rugby clubs in England, not including schools/universities.

In Scotland, the number of active players, including junior level, amounts to 39,000. The number of rugby clubs, not including schools/universities, amounts to 251.

In Wales there are about 50,000 registered players and officially 250 rugby clubs, not including schools/universities.

In Ireland, there are 153,000 registered players and 221 rugby clubs, not including schools/universities.

For more information

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About PolarCool AB (publ)

PolarCool AB (publ) is a medical device company that develops, markets, and sells products for sports medicine. The company focuses on treatment of concussive and sub-concussive brain injury with the portable cooling device PolarCap® System. PolarCool AB (publ) is based in Lund, Sweden, and its shares are listed on Spotlight Stock Market.

About Nisus

Nisus Medical Ltd. (UK and Ireland) specialize in assisting international manufacturers introduce innovative medical devices into the United Kingdom and Irish Medical NHS and Private Healthcare markets. Our areas of expertise are innovative medical devices within oncology, thermotherapy & diagnostics.

Nisus Medical was founded in 2010 by Directors, Scott McGovern & Benjamin Allen and our team has over 20 years' experience in Healthcare sales and marketing having previously worked in global companies such as Johnson & Johnson, Baxter Healthcare, Hospira, ICU Medical and Pfizer.