

## **A break-through for PolarCap® System within French rugby**

PolarCool AB (publ) has made a break-through with PolarCap® System on the French market within rugby. The company has signed a subsidized evaluation agreement with the French professional rugby club Stade Français. The agreement means that the French capital club will use the PolarCap® System for an initial six-week period with the aim to subsequently sign a commercial agreement.

The agreement with Stade Français also implies that during this initial period they will introduce PolarCap® System to other clubs in the French first league. Thus, PolarCool deems that there are good opportunities for a broader establishment in the country.

PolarCool has established a close contact with Stade Français' medical chief, Dr Elliot Rubio. He has been presented with and evaluated the scientific background and the clinical evidence of PolarCap® System.

The agreement is a result of PolarCool's marketing strategy with agents in different markets. The French agreement has been signed through Jamie Bache, a former elite rugby player from the UK with a wide network of contacts in European rugby. Jamie is also the company's representative for rugby in the UK, where discussions currently are pursued for the best way to introduce PolarCap® System in the country. He has also worked as a Sports Marketing Account Manager for Umbro and his network of contacts is even broad within British football.

PolarCool's CEO Erik Andersson comments:

- *The fact that we have now received a proposal from a top French rugby team to start using the PolarCap® System means that we have taken an important step towards establishing the company on a new market. Our experience is also that those who start providing PolarCap® System reckon its benefits and are willing to continue with the treatment. The fact that Stade Français and their doctor, Dr Elliot Rubio, also will introduce the treatment to other clubs is an important part of the agreement and of great value to the company.*

Stade Français' doctor, Dr Elliot Rubio comments:

- *I am grateful that the Stade Français Paris, as the first rugby organization in France, can start providing the PolarCap® system to our players. We welcome the PolarCap® system as a new tool for the acute treatment of concussions and are convinced that we can thus offer improved medical care for our players.*

### **For more information**

Erik Andersson – CEO

+46 – 73 860 57 00

E-mail: erik.andersson@polarcool.se

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POLARCOOL

**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.*