

PolarCool AB (publ) make another breakthrough, English Premier League club start using PolarCap®

English Premier League football club Leeds United have entered into an agreement with PolarCool AB (publ) for use of the PolarCap® System. The agreement marks an exciting breakthrough for PolarCool within a new country and new market. The English Premier League is arguably the most recognized sports league in the world and the agreement provides a good opportunity for the company's expansion into new markets.

Leeds United will use the PolarCap® System for an initial trial period from January 1st to May 31st with the aim to subsequently sign a commercial agreement. PolarCool established contact with Rishi Dhand and Robert Price, the Leeds United Club Doctor and Head of Medical Services respectively. Both of which evaluated the scientific background and the clinical evidence surrounding the PolarCap® System.

PolarCool's CEO Erik Andersson comments:

- The company's first agreement in the Premier League is undeniably yet another important milestone for PolarCool. Our ambition is for this to generate similar momentum in this market to that that took place in French rugby earlier this autumn. Attention to concussions in soccer has increased after UEFA's concussion awareness campaign, with the issue being further highlighted during this summer's Euro2020.

The agreement is a result of PolarCool's broader marketing strategy and focus on impactful markets such as the UK. Contact was established with Leeds through Jamie Bache, the company's representative for the UK. Jamie is a former elite rugby player and a former Sports Marketing Account Manager for Umbro and has strong contacts throughout the sports industry as well as in English soccer.

This information is information that PolarCool (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out herein, on November 17th, 2021.

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.