



## **Observe Medical ASA announces the appointment of Chief Commercial Officer**

**Oslo, 10 January 2023 - Observe Medical ASA ("the Company" or "Observe Medical") announces it has appointed Jørgen Mann as the Company's Chief Commercial Officer. With nearly 20 years of experience in sales and senior management roles from global medtech companies in Europe, he brings highly relevant experience to Observe Medical, as the company strengthens its commercial efforts in the market.**

Observe Medical recently announced it had signed agreements to acquire the Unometer portfolio of urine measurement products from Convatec, and a separate agreement to acquire Ferrari L., an Italian-based manufacturer of medical products. The agreement with Convatec also opens up sales channels in more than 50 countries for the urine measurement product portfolio, including Sippi®. In addition, Observe Medical's partnership with Fresenius Kidney Care in the US is progressing well, and the Company is in the process of rolling out its Biim Ultrasound device to clinics nationwide.

"I am excited to welcome Jørgen to the Observe Medical team as our new Chief Commercial Officer. We are rapidly broadening our position and reaching into new markets, and I am confident he is the right person for this important role. He brings significant experience and know-how to Observe and will play a key role in leading our global commercial efforts alongside our growing portfolio of products," said Rune Nystad, CEO of Observe Medical.

Jørgen Mann joins Observe Medical from Fresenius Medical Care, where he was the Head of Country in Denmark from 2019. Before Fresenius Medical Care, he held regional and commercial roles at Smith&Nephew, a global medical technology company, and senior commercial positions at Arjo Huntleigh, which is part of the Getinge Group. He also worked at the Danish medtech firm Unomedical, which became part of Convatec in 2008.

Jørgen Mann has an Executive MBA from the Henley Management Institute and a Bachelor of Science from Helsingør Technical University, underpinned by continuous competence development within General Management, Leadership and Commercial Excellence.

For further information, please contact:  
Rune Nystad, CEO Observe Medical  
Mobile: +47 916 24 683  
E-mail: [rune.nystad@observemedical.com](mailto:rune.nystad@observemedical.com)

## **About Observe Medical**

Observe Medical is a Nordic medtech company that develops, markets and sells innovative medtech products for the global market. The Company is committed to improving patient welfare and patient outcomes, improving clinical data accuracy and promoting positive health economics.

The Company seeks to drive growth by leveraging its expertise in sales and commercialization of its broad portfolio of medical technology products, mainly in urine measurement, ultrasound, anesthesiology/ICUs, surgery and wound care, in combination with targeted M&A. The Company is headquartered in Oslo, Norway, Gothenburg (Sweden), Oulu (Finland), and Seattle (the US). In addition, Observe Medical has a direct sale organization in the Nordics and a distributor network internationally.

Further information is available at [www.observemedical.com](http://www.observemedical.com).