

Media Contact – US

Caren Browning
King + Company
00 1 212 561 7464
Caren.Browning@kingcompr.com

Media Contact – Sweden

Anja Trägårdh
Trägårdh Kommunikation
+46 70 934 6664
anja@tragardhkommunikation.se

Corporate Contact

Johan Ericsson
Chief Executive Officer
+46 46 16 30 92
johan.ericsson@dignitana.se

DIGNITANA CONTINUES U.S. GROWTH WITH TEN NEW ORDERS

Lund, Sweden - July 10, 2017 - Dignitana AB, a world leader in medical scalp cooling technology and manufacturer of the DigniCap® Scalp Cooling System, announced today that ten additional facilities in the U.S. will provide the DigniCap® to their patients.

The new sites contracted to offer DigniCap® are:

St. Jude Medical Center Virginia K Crosson Infusion Center, Fullerton, CA
Sutter Health California Pacific Medical Center, San Francisco, CA
UCHealth Memorial Hospital Central, Colorado Springs, CO
UCHealth Memorial Hospital North, Colorado Springs, CO
Mayo Clinic Jacksonville, Jacksonville, FL
University of Miami - Kendall, Miami, FL
Illinois Cancer Specialists, Arlington Heights, IL
Oncology and Hematology Specialists, Carol G. Simon Cancer Center, Morristown, NJ
Long Island Jewish Medical Center, New Hyde Park, NY
Texas Health Presbyterian Hospital Plano, Plano, TX

Earlier this week the U.S. Food and Drug Administration [announced expanded indications](#) for DigniCap® allowing use by men and women receiving chemotherapy for solid tumor cancers. Previous clearance was limited to women with breast cancer. As the first and only device FDA-cleared for use with solid tumor cancers, medical facilities in the U.S. may now use DigniCap® to reduce hair loss in patients treated for solid tumor cancers such as breast, prostate, ovary, uterus, lungs and other tissues.

"With the new FDA decision, our market in the U.S. has been significantly expanded," says Johan Ericsson, CEO of Dignitana AB. "We work consistently to get more cancer clinics to choose DigniCap® and are pleased to announce ten new orders with clinics who see the benefit of offering our technology."

In the U.S., approximately 255,000 new breast cancer cases occur each year and more than 800,000 are diagnosed annually with solid cancer tumors (cancer.org). About 60 percent of the breast cancer cases, and about 50 percent of the remaining solid tumor cancer cases, are expected to be able to undergo scalp cooling treatment. Dignitana therefore estimates the total value of the U.S. scalp cooling market for breast cancer to amount to approximately US \$ 275 million per year, and for solid tumor cancers to an additional US \$ 435 million per year.

To clarify the figures mentioned in the press release on July 3, taking into consideration current market share, product awareness, and growth trends, Dignitana assesses that the attainable market for breast cancer has a value of approximately US \$ 50 million per year. The equivalent remaining market for other solid tumor cancers is estimated to have a value of about US \$ 140 million per year.

DigniCap® is [available](#) at more than 87 cancer clinics in 21 states, helping thousands of patients each year to minimize chemotherapy-induced hair loss.

About Dignitana AB (publ)

Dignitana is a Swedish public company based in Lund and manufacturer of the medical cooling device DigniCap[®]. Dignitana AB is listed on Nasdaq First North Stockholm and has appointed Erik Penser Bank as Certified Adviser. Headquartered in Dallas Texas, **Dignitana, Inc.** is the U.S. subsidiary of Dignitana AB. For more information visit www.dignitana.se

About The DigniCap[®] Scalp Cooling System

DigniCap[®] is a patented scalp cooling system that offers cancer patients the ability to keep their hair during chemotherapy. DigniCap[®] provides continuous cooling with high efficacy, safety and acceptable patient comfort. www.dignicap.com

This information is information that Dignitana AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, by the above contact, for publication at 08:00 (CET), 10 July, 2017.