

## Dignitana innovation recognized at Arab Health Conference

Dignitana AB, world leader in scalp cooling innovation, has been selected to participate in the Innov8 Talks entrepreneurial competition at the Arab Health Conference, which recognizes the latest product innovations making an impact across the global healthcare industry.

Arab Health Conference is the leading healthcare business platform in the Middle East region connecting over 84,000 attendees with service providers offering the latest innovations in healthcare. More than 4,250 companies from 64 countries will be exhibiting at Arab Health in the largest gathering of healthcare and trade professionals in the MENA region. From this group just 32 companies were selected for the Innov8 Talks and will then have the opportunity to “pitch” their products to an esteemed panel of judges recognized as industry experts driving innovation in the region.

“Growing demand for scalp cooling innovation in the Middle East has put Dignitana in the spotlight once again,” says William Cronin, CEO of Dignitana AB. “We are honored to be among the Innov8 Talks global health leaders chosen to present solutions at this year’s Arab Health Conference and look forward to meeting with health care providers eager to bring patients the latest quality of life advances in cancer care.”

The Arab Health Conference takes place from January 27 - 30, 2020 at Dubai World Trade Centre, Dubai, UAE. Dignitana and Tesla Medical Solutions, Dignitana's distributor in the Middle East region, can be found in booth H1.E15 at the conference.

### For More Information Contact

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### About Dignitana AB (publ)

Dignitana AB is the world leader in clinically superior scalp cooling technology. The company produces The DigniCap® Scalp Cooling System, a patented medical cooling device that offers cancer patients the ability to minimize hair loss during chemotherapy. FDA cleared since 2015, DigniCap provides continuous cooling with high efficacy, safety and patient comfort. Hailed internationally as a life-changing medical advancement for cancer patients, The DigniCap Scalp Cooling System was invented in 1999 by a Swedish Oncology nurse and has been available in Europe since 2001. Dignitana AB is listed on Nasdaq First North Growth Market in Sweden with headquarters in Lund, Sweden and operations based in Dallas, Texas in the United States. Company subsidiaries are Dignitana, Inc. in the United States and Dignitana S.r.l. in Italy. Learn more at [www.dignitana.se](http://www.dignitana.se) and [www.dignicap.com](http://www.dignicap.com). Erik Penser Bank AB, Certified Adviser, +46 (0) 8 463 83 00 [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se) [www.penser.se](http://www.penser.se)