

Dignitana appoints Catarina Mård Löwenadler as CEO

The Board of Dignitana AB appoints Catarina Mård Löwenadler as the new CEO of Dignitana. She has extensive experience from leading positions in both MedTech and sales and will take over as CEO at the Annual General Meeting in May.

The company announces that Magnus Blixt, who was previously appointed CEO, chose not to take the role due to personal reasons.

“We welcome Catarina, who with her experience and expertise will take Dignitana into the next growth phase where the focus is on faster expansion and increased profitability,” said Klas Arildsson, Chairman of the Board of Dignitana AB.

Catarina Mård Löwenadler has a background in MedTech and sales, among others, as CEO of Empower Health Care Solutions, which develops international reference data for clinical trials and reimbursement models in the United States.

Today, Catarina is Vice President of Global Business Development for Ottobock, an international orthopedic technology company. She has previously held several roles at IKEA of Sweden including VP Range & Supply and Deputy CEO. Catarina Mård Löwenadler is an authorized Orthopedic Engineer from Jönköping University and lives in Växjö.

“I am very happy about the opportunity to be part of and lead Dignitana's continued growth journey. There is a great need for scalp cooling worldwide and I hope that my experience can help increase the value for both patients, companies and shareholders,” said Catarina Mård Löwenadler.

For More Information Contact

Klas Arildsson, Chairman of the Board of Directors, klas.arildsson@dignitana.com

Melissa Bourestom, VP Corporate Communications, melissa.bourestom@dignitana.com +1 469-518-5031

About Dignitana

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. Certified Adviser is Redeye AB, +46 8 121 576 90, certifiedadviser@redeye.se and www.redeye.se. Learn more at www.dignitana.se and www.dignicap.com.