

Ortivus enters a strategic distribution partnership with ITURRI, covering Spain

Ortivus is happy to announce that the company enters a strategic distribution partnership with the Spanish company ITURRI. ITURRI, is a well-established supplier of protective and safety equipment to several sectors such as the medical services and the defence industry. The company is also the leading provider of emergency vehicles in Spain with a 75% market share. This partnership is a strategically important milestone for Ortivus' expansion on the Spanish market.

The demand for innovative solutions to increase efficiency and safety in the emergency services is still increasing on a global level. Ortivus has, in line with this trend, recognised a growing interest in the company's prehospital care solutions on the Spanish market. The partnership with ITURRI as a local distributor, will create effective sales and marketing channels in Spain.

"ITURRI is the perfect partner for Ortivus' expansion on the European market as we both share a partner driven approach to our customers. ITURRI has a strong footprint in Spain as the market leader for emergency vehicles, which makes this partnership a perfect match" – Says Elias Obaid, European Sales Manager.

The strategic partnership covers Spain and gives ITURRI exclusive rights to market and sell Ortivus' solutions MobiMed Monitor and MobiMed ePR to the Spanish market.

About ITURRI:

ITURRI is a family business group with origin in Seville (Spain). Founded in 1947 and dedicated to the manufacture of garments, equipment and vehicles for Security and Industrial Protection, Emergencies, Defence and Health.

With a permanent presence on four continents and more than 1,400 employees around the world, it is focused on protecting people and their environment with innovative, efficient, and sustainable solutions to contribute to a safer world.

ITURRI's activity is based on customer orientation, collaboration and teamwork, enthusiasm, commitment, integrity, and innovation as fundamental values of a philosophy with more than 70 years of experience.

Contacts

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About Ortivus

Ortivus develops and commercialises MobiMed, medical technology solutions for a safer and more efficient healthcare. The company was founded in 1985 and is today a leading provider of mobile digital solutions for prehospital care, worldwide. Ortivus' products are based on in-depth expertise in cardiology as well as decades of development together with users and customers. The company's headquarters are located in Danderyd, Stockholm and the company has, since 1998, a wholly-owned subsidiary based in the United Kingdom.

MobiMed is a modular platform that currently is used by over 12,000 paramedics in over 2,700 emergency vehicles. The platform consists of a monitor that in real-time measures, monitors and shares patients' vital parameters, such as, ECG, blood pressure and blood oxygenation. The system also consists of an electronic patient record for decision support, collection of patient data and clinical documentation.

MobiMed has a total weight of 3.5kg and is created to function in a demanding environment and out in the field. The two-way communication supports telemedicine consulting with clinical experts while patient data is seamlessly integrated into the medical records at the hospitals and primary care centers. MobiMed saves time and helps healthcare professionals make the right decisions in critical situations. MobiMed also contributes to improved quality of care and saved resources.

Ortivus Class A and Class B shares are listed on the NASDAQ Stockholm Small Cap list.

Read more about Ortivus at www.ortivus.com

Attachments

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