

iZafe Group launches pilot project with selected consumers ahead of the launch of Dosell Consumer

Stockholm, Sweden. iZafe Group AB (publ.) (NASDAQ First North: IZAFE B) – a leading life science company in the digitalization of medication management announces that it is launching a pilot project with twenty selected people from a group of several hundred consumers who signed up to have the opportunity to test Dosell consumer before launch. The result will help to identify any areas for improvement around the service and will form the basis for the final product that will be launched after the summer.

As previously communicated, iZafe Group is launching a consumer version of the Dosell pharmaceutical robot. As a result of limited advertising on social media, the company has received several hundred expressions of interest from private individuals who want to test Dosell on their own behalf or help a relative. In June, iZafe Group will start a pilot project with twenty selected people who have registered via a form on www.dosell.se to test Dosell for six weeks.

"The interest in testing Dosell Consumer has been great and we are pleased with the market's response. After the summer, our planned launch campaign will start with the goal of reaching a wide range of prospective customers and users of Dosell," says Anders Segerström, CEO of iZafe Group AB. *"Discussions are currently underway with potential partners that will mean a faster and broader roll-out of Dosell in the consumer market."*

The goal of Dosell Consumer is to fundamentally change the care for users who want to live an independent life at home longer, but with the security that there are relatives and care staff who can intervene if something goes wrong. iZafe Group wants to set a new standard for digital dose dispensing in the home, which means that digital drug dispensing will be available to anyone who wants to create a safe and secure environment for dispensing medicines.

Dosell creates a safer life that allows users to live an independent life at home for a longer period of time, with a reduced risk of incorrect medication. This is valuable for, for example, elderly and multi-medicated people. Relatives who want to offer the service to their parents and other relatives also receive increased security with the support of the function for remote monitoring.

About Dosell Consumer

- Dosell Consumer and the Dosell app are a niche version of iZafe's professional solution and adapted so that users and relatives can administer and ensure the right medication themselves without being dependent on healthcare professionals.
- Dosell Consumer is a subscription service. Subscriptions for Dosell Consumer can be subscribed for and paid for by, for example, relatives on behalf of the user.
- Dosell Consumer will be available for delivery after the summer of 2021, but it is already possible to [register an interest](#) in securing availability when Dosell Consumer is launched.

Contacts

Thomas Ahlerup, Chairman of the board and Investor Contact

E-mail: thomas.ahlerup@izafegroup.com

Phone number: +46-7868-966 300

iZafe Group AB (publ.)

Södra Fiskartorpsvägen 20

114 33 Stockholm

E-mail: ir@izafegroup.com

www.izafegroup.com/investor-relations

About Us

iZafe Group is a Swedish med-tech company that develops and markets medical and digital security solutions to create safer drug handling at home. Our digital medicine dispenser Dosell reduces the risk of incorrect medication, increases security for family and relatives and relieves public care personnel. Our products form a holistic concept that facilitates patient medication and gives those who are treated at home better conditions for a happy and safe life.

The company is listed on the NASDAQ First North Premier Growth Market. FNCA Sweden AB is the company's Certified Adviser. Phone: +46 (0) 8 528 00 399. E-mail: info@fnca.se. Further information is available at www.izafegroup.com/investor-relations.

Attachments

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