

## Positive evaluation in pilot project - the consumer version of the pharmaceutical robot Dosell is praised as safe and easy

**Stockholm, Sweden. iZafe Group AB (publ.) (NASDAQ First North: IZAFE B) – a leading life science company in the digitalization of medication management - updates the market about the pilot project that is now being carried out with consumers to evaluate the consumer version of the drug robot Dosell launched in Sweden in September. The early response from pilot participants has been positive and iZafe Group looks forward to offering Dosell to the public, initially in Sweden and soon in Italy via the care concept Sempli Farma.**

As previously communicated, iZafe Group is launching a consumer version of the Dosell pharmaceutical robot to offer hundreds of thousands of patients and relatives a valuable and safe aid that can increase safety and compliance in medication regimes. At the end of June, a pilot project was launched with twenty people from a group of several hundred stakeholders who are now testing Dosell before launch, either on their own behalf or to help a relative.

*"The interest in testing Dosell Consumer has been great. We have received good suggestions of small changes that can make a big difference in the user experience, however those who tested the robot highlight that it is simple and easy to understand, which is important because it should be able to be used even by those who have no prior knowledge of the system or of technology. This strengthens us for the upcoming launch to the public",* comments Anders Segerström, CEO of iZafe Group.

During the test period, iZafe Group is conducting several evaluations and follow-ups using questionnaires to identify any areas of the service that need improving which will form the basis for the final product launched to the public.

*"The instructions for getting started were very good, detailed and easy to understand."* comments one of the participants in the consumer pilot project.

*"We can only give positive feedback after my relative received her first sachet at the right time! Totally amazing."* comments one of the relatives who is helping her daughter to test Dosell Consumer.

As previously announced, iZafe Group has signed a letter of intent with Apoteket AB to investigate the possibilities of signing a cooperation agreement between the parties and introduce Dosell in the consumer market in Sweden exclusively through Apoteket AB's channels. A collaboration with Apoteket would mean a faster and broader roll-out of Dosell in the consumer market in Sweden, jointly setting a new standard for handling medication, which means that digital, automatic drug dispensing using dose bags will become available to anyone who wants to create a safe and secure environment for administering drugs at home. As a first step, the launch of the consumer version will take place on the Swedish market followed by a launch on the Italian market via Sempli Farma.

*"We want to inspire Italians to begin their digitalization journey in healthcare, so that more people receive safer and simpler medication at home, which contributes to lower healthcare costs with a reduced risk of incorrect medication. We have confirmed that the Italian sachets are compatible with Dosell, which is expected to be installed in Italian homes throughout 2021 and the year after."* Anders Segerström finishes.

In parallel with the launch of the consumer version in Sweden, iZafe Group is establishing a consumer version of Dosell in Italy as a significant component of the Sempli Farma care concept, where the concept of sachets has been developed and spread more widely. The Italian market has significant potential with the equivalent of 8.8 million people over the age of 65 consuming more than five drugs per day. In Italy, there is an accelerating need to automate drug management, and there Dosell will be the obvious choice.

### **About Dosell Consumer**

- Dosell Consumer and the Dosell app are a niche version of iZafe Group's professional solution and adapted so that users and relatives can administer medication and ensure the right dosage themselves, without being dependent on healthcare professionals. Both versions of the product are compatible with sachets from all suppliers on the market.
- 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 in September 2021, but it is already possible to [register an interest](#) for when Dosell Consumer is launched.

### **About Sempli Farma by Remedio**

The Italian healthcare company Remedio has built a network of strategically selected partners in Italy to identify a combination of different aids to medication management and distribution channels that enable the elderly to remain at home longer. Unlike in Sweden, the possibility of receiving medicine separated into daily doses has not existed previously in Italy; this has inspired Remedio to launch the concept of sachets and develop a complete solution called Sempli Farma.

Sempli Farma is a service that, via pharmacies, connects doctors with the patient and their relatives through a closed drug-dispensing system. The aim of the care concept is to reduce care costs and streamline the Italian healthcare system. Dosell will become the ultimate end component by delivering the sachets while confirming that the medication has been taken and recording statistics.

[Read iZafe Group's interview with Remedio's CEO Alessandro Iadecola here.](#)

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## About Us

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iZafe Group is a Swedish med-tech company that develops and markets medical and digital security solutions to create safer drug handling at home. The company's digital medication dispenser Dosell reduces the risk of incorrect medication, increases security for family and relatives and relieves public care personnel. The 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. Customers today consist of public and private care providers in Sweden, the Nordic countries and globally. iZafe Group sells primarily through well-established partners who already have long and deep customer relationships with the priority customer groups. The head office is located in Stockholm.

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](mailto:info@fnca.se). Further information is available at [www.izafegroup.com/investor-relations](http://www.izafegroup.com/investor-relations).

## Attachments

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