

PRESS RELEASE
10 November 2021 15:00:00 CET



ProstaLund strengthens its presence in Finland

ProstaLund has signed an agency agreement in Finland with the company Oy Jayr Ab.

In line with ProstaLund's strategy, to create a substantial CoreTherm® base in the Nordic region, the company is now starting a collaboration with the Finnish partner Oy Jayr Ab.

There is a clinic in Finland today, in Mikkeli, that performs CoreTherm treatments. At the same time, we know that the number of TUR-P (surgical procedure) performed in Finland are almost at the same level (approximately 4,000 surgeries annually) as in Sweden, despite the fact that the population is only about half as many. An important success factor is a local market presence. In addition to marketing CoreTherm, Oy Jayr Ab will also assist in the launch of the products Oruflow, CoreFlow and the Schelin catheter. An important starting point will be the Finnish urological winter days in Tampere in the beginning of February 2022.

Robert Järnström, CEO of Oy Jayr Abs comments: "We have experience from sales of medical technology similar to ProstaLund's operations. Together with ProstaLund's marketing & sales department, the foundation is now in place to be able to advance the positions in Finland as well".

An additional piece of the puzzle is in place. The agreement means that ProstaLund in 2022 and onwards will have additional sales force, also Finnish speaking, in place in Finland, says CEO Johan Wennerholm in a comment.

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About ProstaLund

ProstaLund AB is a Swedish medical technology company and a leading developer and manufacturer of innovative urological devices and treatments. The company's lead product, CoreTherm, is a patented Thermotherapy treatment method for Benign Prostatic Hyperplasia (BPH) which can be tailored to suit the needs of each individual patient. CoreTherm is used today in hospitals and clinics in Sweden and worldwide. ProstaLund is listed on the Nasdaq First North Growth Market.

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Attachments

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