

Paxman Announces Engagement of U.S.-based Investor Relations Services Provider; Arrowhead Business and Investment Decisions

Paxman AB is pleased to announce that it has retained Arrowhead Business and Investment Decisions, LLC. ("Arrowhead") to provide investor relations services to the Company and develop its international market awareness.

Arrowhead will advise Paxman on its international capital markets strategy and has been engaged to, among other matters, (i) expand the following of the Company and the involvement of the investment community in its equity story; (ii) advise on messaging and review and revise corporate materials; (iii) provide independent perspective and valuation on the company; and (iv) assist with long-term investor relationship management. Arrowhead will work closely with Paxman to develop and deploy a comprehensive international investor marketing program, which will include the publication of independent analysis, investor targeting, corporate disclosure distribution, a featuring on the Arrowhead investor platform (www.arrowhead.bid), the production of investor video presentations, non-deal roadshows, reporting and strategic advisory.

Arrowhead (www.arrowheadbid.com) is headquartered in New York City and was founded in 2008. Arrowhead advises public companies on investor relations, financial communications, and capital markets strategies. As a cross-border specialist, Arrowhead provides idea generation, insight, and corporate access to an international network of institutional and private investors. Through targeting, research and interactions, Arrowhead helps corporations and investors to evaluate opportunities, connect, exchange information, and transact.

"We are delighted to engage Arrowhead and think they are the right partner to help expand the reach of our investor relations program as we continue to develop and grow our business in the USA and other key markets around the World as well embark on our exciting clinical trials for the Paxman Cryocompression device for the prevention of chemotherapy induced peripheral neuropathy" said Richard Paxman, CEO of Paxman.

Thomas Renaud, Managing Director at Arrowhead added: "These are key years for Paxman, as the company pursues the commercialization of its cryotherapy solutions throughout global markets. The As it scales up unit deliveries and revenue, the company appears poised for further growth. We are very excited to partner with Paxman and collaborate with Richard and his team to make the company better known within the North American and international investment community. We believe many investors will find the information we provide on Paxman valuable and we aim to significantly increase investor engagement in 2023 and beyond."

For more information on Arrowhead, please visit arrowheadbid.com and/or contact:

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About Us

The Paxman Scalp Cooling System has been developed by the Paxman family to reduce hair loss in breast cancer patients undergoing chemotherapy. The concept behind the system came when the mother of four, Sue Paxman, experienced first-hand the trauma of chemotherapy-induced hair loss. With close to 4,400 systems delivered in to hospitals, clinics and treatment centres around the world, PAXMAN is the leading supplier of Scalp Cooling technology. PAXMAN's scalp-cooling cap is made from lightweight, biocompatible silicone that is soft and flexible, providing a snug yet comfortable fit during treatment. PAXMAN AB (publ) has its headquarters in Karlshamn (Sweden), with subsidiaries in Huddersfield (UK) and Houston, Texas (US).

The PAXMAN share is listed on Nasdaq First North Growth Market.
FNCA Sweden AB is the company's Certified Adviser.

Attachments

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