

Neola Medical secures U.S. trademark of Neola® logo ahead of market launch

Neola Medical AB announces that the company's Neola® logotype featuring a lung symbol has been registered as trademark in the U.S. Trademark protection is a cornerstone of Neola Medical's commercialization strategy, reinforcing the company's position in the neonatal market and further enhancing its competitiveness ahead of market launch in the U.S. of the company's medical device for continuous lung monitoring of preterm born babies.

"Securing trademark registration of the Neola® logotype in the U.S. is a key component of our market launch strategy. This trademark not only safeguards our intellectual property in our most important market, but also elevates the Neola® brand as a symbol of trust and innovation in neonatal care. Our brand represents quality, safety, and an aim to transform the standard of care in neonatal intensive care units around the world.", says CEO Hanna Sjöström

Neola Medical introduced its new company name and branding platform in 2022, to align with the company's positioning as a leading MedTech provider in neonatal intensive care. The Neola® logo, featuring a symbol that combines the image of lungs with the letter "N," was designed to reflect this focus. Trademark registration for the Neola® logo has already been secured in Europe and China.

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About Neola Medical

Neola Medical AB (publ) develops revolutionizing medical technology device for non-invasive continuous lung monitoring and real-time alerts of life-threatening lung complications of preterm born infants. Immediate detection of complications provides the possibility of early treatment, improved health care and healthier lives for preterm born infants. The patented cutting-edge technology is developed at Lund University in Sweden and based on a spectroscopic method that measures lung volume changes and oxygen gas concentration. Neola Medical is building on a historic Swedish legacy of medical technology innovation and invaluable contributions to global health care. The company was founded in 2016 and is listed on NASDAQ First North Growth Market (ticker: NEOLA). Read more at www.neolamedical.com. The company's Certified Adviser is FNCA Sweden AB.

Attachments

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