



INTERVIEW WITH MICHAEL SCHWARTZ, BOARD MEMBER AT MAGNASENSE AB

Michael Schwartz is an experienced investor, entrepreneur, and board member at Magnasense AB, a company dedicated to revolutionizing the early detection of gum disease. With a strong background in the dental and healthcare sectors, Michael understands the critical need for innovative diagnostic tools that can improve patient care and dental outcomes. As both a board member and an investor, Michael has supported Magnasense through a bridge loan and is deeply committed to helping the company move forward in developing its groundbreaking saliva-based test for periodontitis. His experience and insights, particularly in the U.S. dental market, position him to guide Magnasense as it advances through the crucial stages of product development, regulatory approval, and ultimately, commercialization. Michael is also participating in the rights issue with a subscription and guarantee undertaking (free of charge) totalling approximately SEK 2 million, demonstrating his confidence in the company's trajectory.

5 Questions & Answers for Potential U.S. Investors:

1. **Question:** Michael, given your background in the dental industry, why do you believe Magnasense's saliva test holds such promise, and how does it stand out from other diagnostic solutions?

Answer: As someone with a deep understanding of the dental sector, I recognize the significant gap in the current methods for diagnosing gum disease. Traditional approaches can be invasive, costly, and often require patients to visit specialists. Magnasense's saliva test stands out because it offers a non-invasive, affordable, and highly accurate method of detecting periodontitis in its early stages. While the product is in development, the preliminary research is very promising, and the potential to revolutionize how gum disease is detected makes it a highly exciting investment.



2. **Question:** Given that the product is still in the development phase, what key steps is Magnasense taking to move forward with the product and reach the U.S. market?

Answer: We are currently in the early stages of developing the core components of the diagnostic solution: the saliva test, the reader, the collection device, and the cloud platform for data analysis. The funding from this rights issue will enable us to begin developing these crucial elements of the product, starting with the test itself and the associated devices. The reader and collection device will be designed to make the test easy to use in various settings, from dental clinics to general practitioners' offices and at a later stage for home use. Additionally, the cloud platform will enable seamless data storage, analysis (AI), and integration with healthcare systems, making it easy for professionals to interpret results and track patient progress over time. The development of all these components is essential for ensuring that Magnasense's technology is both effective and scalable when it reaches the U.S. market. This comprehensive approach is part of our strategy to create a fully integrated solution that can significantly improve gum disease detection and early intervention.

3. **Question:** Why is now the right time for investors to support Magnasense, even though the product is still under development?

Answer: This is the ideal time to invest in Magnasense because we are at a critical inflection point. The rights issue is designed to fund the initial stages of product development and business development. The demand for non-invasive, accurate diagnostic tools is growing rapidly, especially in the U.S., where periodontal disease is widespread. Early investment now means that investors can be part of a potentially transformative product in the dental sector, with significant upside as we move through product validation and toward commercialization.

4. **Question:** How do you foresee the U.S. market responding to this product once it has been fully developed and is available for use?

Answer: The U.S. market is very receptive to innovations in healthcare, particularly when they can improve patient care and reduce costs. Once fully developed, Magnasense's saliva test could be a game-changer in the way gum disease is detected and treated. By making early detection more accessible and less invasive, the test can encourage more people to visit their dentist, particularly those who might avoid dental care due to fear or cost. With over 47% of adults in the U.S. affected by some form of gum disease, there is a clear market need, and the adoption of this test could drive significant growth for dental practices, while improving overall patient health.



5. **Question:** What role do you see Magnasense's saliva test playing in the broader dental and healthcare ecosystem in the U.S.?

Answer: The potential of Magnasense's saliva test goes beyond just dental practices. This non-invasive tool could be used in a variety of settings, including general practitioner (GP) offices, pharmacies, and even at-home testing, making it more accessible to a wider population. Early detection of gum disease is not just about oral health—it's linked to a range of systemic conditions like diabetes, heart disease, and even neurodegenerative diseases. By catching gum disease early, we could potentially reduce the risk of these broader health issues, which would be a significant win for both the healthcare system and for patients. For investors, this broad potential for adoption across various healthcare channels enhances the scalability and growth prospects of Magnasense's technology.

Overall Comment from Michael Schwartz:

"As someone deeply involved in both the dental and investment sectors, I am genuinely excited about the potential impact that Magnasense's saliva test can have on the detection and treatment of gum disease, especially in the U.S. market. The early-stage development we're currently undergoing is just the beginning of what I believe will be a transformative journey. With the rights issue funding, we're taking critical steps to develop not only the test itself but also the necessary technology and infrastructure to bring this solution to market. What makes this even more exciting is that dentists will not only be able to offer a much-needed diagnostic tool to their patients, but they will also have the opportunity to upsell this test, increasing clinical benefits for the patient while providing additional income for the dental practice. The demand for non-invasive, early diagnostic tools in healthcare is growing, and gum disease is a perfect example of a condition that has been overlooked for too long. By investing in Magnasense now, you have the opportunity to be part of a solution that could revolutionize oral health diagnostics and create lasting value across the healthcare ecosystem. I am confident that this product has immense potential and look forward to seeing it make a real difference in the lives of millions of people."

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About Magnasense AB

Magnasense is a Swedish diagnostics company founded in 2019 to offer tests to monitor and optimize the dosage of biological drugs via its unique patented technology platform. In June 2020, Magnasense was listed on the Nasdaq First North Growth Market. The company's ambition is, in addition to bringing innovative diagnostic technology to the market, to make diagnostics more accessible, easier to use and to provide accurate and easily transferable results. For more information, see Magnasense's website www.magnasense.com.