

DUEARITY AB HAS SIGNED A DISTRIBUTOR AGREEMENT IN GREAT BRITAIN

Duearity AB has today entered into an agreement with a distributor in Great Britain. The goal is to sell more than a couple of thousand Tinearity G1 start kits in the UK per year after full launch and then increase the sales. The agreement is Duearity's second distributor agreement, and the company is expected to enter into more distributor agreements and agreements with clinics in Europe and the US during 2023.

The distributor has carried out a solid analysis of Tinearity G1's conditions in Great Britain, through contacts with expertise in the field of tinnitus. The distributor agreement is implemented immediately and the marketing and sales in the UK start in August this year. According to the distributor, a reasonable goal is to sell more than a couple of thousand Tinearity G1 starter kits per year after full launch and then increase sales. Following approval by the NHS in Great Britain, the aim is to sell more than 5,000 Tinearity G1 starter kits per year.

The distributor intends to initiate a pilot study which will be used for the purpose of Tinearity G1 being approved by the NHS, the British subsidy system. Tinearity G1 is expected to be approved by the NHS in 2024.

– Our agreement with the distributor in the UK is yet another proof that Duearity offers a product that fulfills an important function in the treatment of people who suffer or are bothered by tinnitus. The UK has a well-developed care for tinnitus patients and the market will be important for the company as we now enter a growth phase, says Fredrik Westman, CEO of Duearity AB.

The distributor company, Prime Health Distribution Ltd, which is owned by Marta Neto and Phil Bradshaw, has been active in the ear and hearing field for 30 years and has a very large network of contacts among clinics, doctors, audiologists and the British patient organization British Tinnitus. The distributor company will focus solely on the marketing and sales of Tinearity G1.

The agreement is Duearity's second distributor agreement, and we will enter into more agreements in Europe and USA during 2023.

For more information, please contact

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About Duearity AB (publ)

Duearity is a medtech company that develops and produces solutions aiming to relieve tinnitus symptoms and make everyday life easier for those who suffer from tinnitus. With a deep understanding of the people who have problems with tinnitus, the Company will with intelligent solutions give these people the opportunity to enjoy life. The company will offer the products Tinearity and Tinearity-AI. Tinearity transmits white noise using Bone Conduction Technology to the inner ear in order to relieve symptoms. Tinearity AI will use artificial intelligence to help people anticipate the symptoms and relieve their discomfort. The company's headquarters are located in Malmö, Sweden. Certified Adviser is Svensk Kapitalmarknadsgranskning AB (SKMG), www.skmg.se. www.duearity.com.

Attachments

[Duearity AB has signed a distributor agreement in Great Britain](#)