

# Paxman's signs new distribution agreement with partner in Serbia

**Paxman today announce Denta BP Pharm DOO as their non-exclusive distribution partner for the new territory of Serbia.**

A long established medical device distributor, Denta BP Pharm DOO are well positioned to introduce scalp cooling to the Serbian market from their headquarters in the capital city of Belgrade. The Paxman Scalp Cooling device will join their portfolio of world renowned medical devices and pharmaceutical products.

A small country, Serbia has a population of 8.7million, however almost 50,000 new cancer cases were reported in 2020. Breast and prostate cancer feature in the top five most frequently diagnosed cancers within the country.

In 2018, the Serbian market for medical equipment and supplies was estimated at USD 250 million, it is expected to reach USD 300 million by 2023.

## Contacts

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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 4,000 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 and can be contacted via [info@fnca.se](mailto:info@fnca.se) and +46 (0)8 528 003 99.

## Attachments

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