

## PRESSRELEASE

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### **ADDvise develops a new medtech product in cooperation with Innovation Skåne**

**ADDvise subsidiary IM-Medico has partnered with Innovation Skåne to develop a new disposable product for the urology business. The initiative for the product comes from an identified need in the healthcare sector. The estimated sales amounts to about 2 million products per year only in Sweden.**

Innovation Skåne is a company wholly owned by Region Skåne, they make use of and develop ideas that are emerging in the employees' everyday work in the region to increase the quality and efficiency in the healthcare.

IM-Medico is a well-known player in the medical technology market and they already have a broad customer base for products in this market segment. The product will be complementary to the IM-Medicos already existing product range of consumables.

-We look forward to this cooperation. The development of this product is totally in line with the ADDvise Group's stated strategy to expand the share of proprietary products, says Rikard Akhtarzand, CEO of ADDvise Group.

The product is new on the market and caters to a large number of healthcare units mainly in Sweden but also with the right to be marketed globally. In Sweden, the primary market is inpatient care, home care and various types of nursing homes. The product is user-friendly and generates synergy effects as it makes it easier for both patients and healthcare professionals.

The potential market for this product is difficult to estimate as the product caters to a variety of healthcare settings. Only in Sweden there are approximately 1,000 healthcare centers with activities suited for the product. The potential annual volume amounts to approximately 2 million products per year in Sweden. There is thus great potential for a significant sales volume nationally but also internationally.

Development of the prototype is in the final phase and will soon be tested in healthcare environment. The ambition is that the product will be launched on the market during 2016.

-We are pleased that this innovative solution is interesting for an actor like IM-Medico, which is already established in this product area. The solution that emerged in Region Skåne based on a need, can thus reach the market and be useful, says Jonas Gallon, Vice President Innovation Skåne.

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## **About ADDvise Group AB**

ADDvise Group AB (publ) is an expansive group which through its subsidiaries IM-Medico Svenska AB, KEBO Inredningar Sverige AB, ADDvise Tillquist AB, Sonesta Medical AB, Sonesta Medical Inc and Surgical Tables Inc offers comprehensive solutions in the form of products and services to healthcare and research facilities. ADDvise Group's customers are located in both the private and public sectors. The Company's share is listed on First North Premier and Mangold Fondkommission AB, +46 8-503015 50, is the company's Certified Adviser and liquidity provider.