



Press release from Emotra AB (publ)  
Göteborg, May 15, 2017

## Emotra announces that their product launch is just around the corner

**Today, May 15, 2017, the Board of Directors of Emotra AB (“Emotra”) announced that the Company’s management team has been busy during the weeks since our consensus meeting in Rome and the EPA conference in Florence preparing the market introduction of EDOR®. The Company is planning five training sessions, of which two will take place before the summer. These courses are an important part of our marketing efforts. In accordance with our previously communicated goals and calculated capital needs, Emotra will need an injection of fresh working capital to be able to carry out our market launch of EDOR®.**

The Board has been very busy lately, first with those very rewarding days in connection with the consensus meeting in Rome followed by the EPA conference in Florence, and now our planned market launch of EDOR®, with the increased capital need these plans imply. Focus has been placed on preparing the launch of EDOR®, and the Company has been eagerly discussing the launch with Professor Marco Sarchiapone and his team, as well as some of the most prominent researchers involved in our multi-centre study. These discussions have concerned various strategic questions in connection with the planned launch. In order to manage the market introduction of EDOR®, Emotra will, as previously announced, require an injection of working capital.

It is important that we take leading clinical specialists’ opinions into consideration. Maintaining an open dialogue with them provides us with valuable input and guidance for Emotra’s coming market launch. EDOR® will be introduced to psychiatric specialist clinics in Europe as an objective measurement method that aims to supplement traditional, subjective evaluations of suicide risk in routine clinical situations. Testing with EDOR® identifies hyporeactive patients, and since hyporeactivity is a clear marker for suicide risk, the method provides support in routine evaluations.

Our discussions with Professor Sarchiapone’s team have been a great success. Emotra’s ambition has always been to launch EDOR® in collaboration with the European Psychiatric Association’s Suicide Section (“EPA-SS”) and the prominent researchers that participated in our study. Our preferred strategy is to arrange local/national information and training sessions with them. If Emotra succeeds in getting these prominent researchers to actively participate in our market introduction efforts and product information dissemination to specialists around Europe, this will increase our credibility and lower the barriers to entry for the completely new method that EDOR® is. The Company has calculated with the fact that we will initially need to invest great efforts in creating awareness about EDOR® in wider psychiatric circles, as well as in marketing of our training offerings in various European countries to attract participants to national and possibly even local courses. In the longer run, however, as EDOR® becomes established, we should find it easier and easier to attract growing numbers of participants, which will translate into more and bigger training sessions. Experiences from other market introductions of medical devices have shown that the demand for such courses increases as more and more clinics are given the opportunity to see the benefits of a new technology for themselves. Until Emotra has reached that enjoyable situation, the Company might have to be content with lower participant numbers and a course here and there in each country. In this situation, Emotra can leverage its present strong relationships with a number of prominent psychiatric specialists in ten or so European countries. Our success in these negotiations owes a lot to Professor Sarchiapone’s personal commitment and our discussions have led to Professor Sarchiapone taking the initiative to arrange the first training sessions as soon as possible. Professor Sarchiapone has been investigating the possibility of arranging a number of training sessions before the summer and in the early autumn. His initiative has been met very positively.

- At present, five sessions are in planning, in five different countries, of which two will take place before the summer.

- Since EPA-SS does not have the capacity to manage the administration of these courses, Emotra will be responsible for all administrative efforts in connection with our future training operations. This will be one of the most important tasks for the marketing organisation that we aim to establish.
- EPA-SS will, however, actively work to reach out to new centres and inform them about the possibility of partaking of these courses. Our various participating researchers will also be involved in these efforts by contacting other clinics in their respective countries.

Continued studies and an ever-growing documentation from reported tests to a patient follow-up system will in the long run increase our understanding of hyporeactivity's importance for suicidal behaviour. For this reason, different types of clinical studies will continue to be of utmost importance to the Company's strategy moving forward. Over the past two years Emotra has been working on a project with the goal of introducing a scalable, computer-based patient follow-up system which will allow us to manage patient follow-ups from all over the world.

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*This information is the type of information that Emotra AB is legally obliged to publish in accordance with the EU market abuse regulation. This information was submitted for publication on May 15, 2017 under the above contact's supervision.*

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**Emotra AB (publ)** is a medical technology company that carries out research, development, clinical studies and marketing in the area of suicide prevention. The Company's method, EDOR<sup>®</sup>, is a proprietary, objective and quantitative diagnostic, psychophysiological test for detecting hyporeactivity in patients suffering from depression. During the test, the patient listens to a series of audio signals. The patient's response, in the form of very small changes in dermal electric conductivity, is measured and analysed. This extremely sensitive and specific test of suicidal risk has been developed as the result of research.

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