



Newsletter from Emotra AB (publ)  
Göteborg, July 14, 2017

## Emotra announces the completion of its second training session

Emotra AB ("Emotra") has already announced the Company's plans to train new clinics on how to use EDOR®. The announcement disclosed the Company's plans to carry out a total of 12 training sessions in various European countries in 2017, with two of these before the summer. Emotra is proud to announce that the second of these courses for new clinics has been carried out in Paris. About 25 professionals from leading psychiatric specialist clinics in France participated, and the interest among the participants was greater than expected. We are presently negotiating with several clinics that have informed us of their intention to move forward and acquire our product for regular use and the execution of further studies.

The participants at our first trainings came from psychiatric clinics and research institutes connected to larger hospitals. When this type of user wants to acquire our equipment, they are not able to simply place an order with us in connection with the training session. Acquisition of new equipment has to be decided by the hospital's senior administration or a special procurement function. Through our successful training sessions, we have established contact with a number of clinics who have informed us of their wishes to acquire EDOR®. Emotra can offer these clinics a number of different business models to facilitate the decision process for potential buyers.

### Comments from Claes Holmberg, Emotra's CEO

*"We have now carried out two of our scheduled training sessions and we can see a keen interest among the participating psychiatric clinics, both in partaking of our training and in getting started with EDOR®," states Claes Holmberg, Emotra's CEO. "We are planning on holding a total of 12 training sessions in 2017. We have sent inquiries to different countries and the responses have all been positive. Our plans for the 10 remaining sessions are almost set in stone. Our invitations to these national trainings are sent out in collaboration with researchers with considerable experience of our method. Through careful planning we intend to increase the number of training sessions considerably in 2018. My experiences from previous market introductions of medical devices have shown that initially you will only reach major hospital clinics, but that they do not have the authority to make immediate decisions on the acquisition of new equipment. Procurement agreements for any new type of equipment need to be approved by the responsible hospital administration functions. Later, when our method has become more established as a supplement to the regular procedures for evaluating suicide risk in depressed patients, we will also be able to reach smaller, private clinics. Such clinics do not need to run acquisition decisions through a committee. Instead, they can make such decisions on the spot at a training session", Claes Holmberg closes.*

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 marker for suicide risk, the method provides support in routine evaluations of this risk in patients. 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.

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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®, 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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