

Press release from Emotra AB (publ)  
Göteborg, November 30, 2017

## Emotra re-engineers its training seminar planning

**The board of Emotra AB (“Emotra”) hereby announces that they have carried out a review of the first six EDOR® training seminars and found that they have not been sufficiently cost-effective. Our chosen approach has turned out to be more expensive than anticipated and has not yet produced the expected results. In 2018 we will be conducting our training seminars for new clinics in a different manner.**

Emotra has decided to discontinue its previous seminar approach. The costs incurred have proved to be too high and show that it takes time to generate sales revenue. After our new Marketing Manager got on board, the Company has determined that our training seminars could be organised in a more cost-efficient manner that also allows a greater degree of customer contact.

Interest in participating in our trainings has been exceptional and the people we have met are very keen on getting started with EDOR® to test depressed patients. However, their decision processes for procuring the equipment have proved to be very long. From now on, our focus will be on following up and leveraging the interest that was generated through our previous seminars instead of carrying out further training seminars.

Daniel Poté, our Marketing Manager, says:

*“It is clear that this interest is rooted in a need to implement scientifically proven evaluation tools in the process of assessing the suicide risk for depressed patients. In clinical practice, EDOR® is an objective tool that provides valuable, complementary information. The test identifies hyporeactive patients, who are more susceptible to suicidal acts. At the same time, we can see that even if the method of measuring electrodermal activity has been known for a long time, and a number of studies have shown that the method can identify high-risk patients, EDOR® introduces an, in many ways, entirely new conceptual approach to clinical practice. Introducing a new technology in an environment where this kind of methodology or equipment has not previously been used is a long-term effort. We need to be resilient in order to establish an initial market platform of clinics that successfully use EDOR® in their clinical practice. To secure our long-term strength, we will weigh different alternatives in order to achieve more cost-effective activities, closer ties with our customers and a high quality level.”*

The Company plans to offer psychiatric care providers new training/information seminars as of spring 2018.

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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 November 30, 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®, 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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