



Press release from Emotra AB (publ)

Göteborg, October 18, 2018

EMOTRA announces that a German psychiatric hospital is introducing EDOR

Yesterday, on October 17, 2018, Emotra hosted a training seminar for doctors and test leaders at a number of clinics that belong to a German psychiatric and psychotherapeutic hospital. This training is the start of a controlled introduction of the test in their clinical practice. The hospital will borrow hardware from us during a defined period and pay Emotra for the analyses.

The training was carried out at a hospital with specialist psychiatric and psychological wards that treat a wide spectrum of patients. This hospital features both open and closed wards and a day clinic, as well as a psychiatric institution ambulance (PIA), which are common in Germany. This training was the starting point for a controlled introduction in their clinical practice. The customer will borrow hardware from us during a defined period and pay Emotra for the analyses. Since the hospital wants to avoid publicity before they have managed to get their regular use of EDOR® Test up and running in their various wards, they wish to remain anonymous for the time being. The hospital will be continuously following up and evaluating their use of the method.

At present, it is difficult to estimate the expected revenue value during the coming year, as it will depend on the number of tests conducted at the hospital. According to the hospital, their trial run will start shortly and they will be gradually introducing the method in the day-to-day clinical practice at the various wards. From experience, we at Emotra estimate that it will take some time for the test volumes to take off, but judging by the number of patients the hospital treats every year, we see a clear growth potential.

Emotra has been working the market more directly and cost-efficiently since January 2018, mainly by meeting potential customers and holding training seminars on-site in different European cities.

Daniel Poté, our Marketing Manager, says:

"To me, the fact that we have now managed to introduce the method in clinical practice at a hospital is proof that our marketing strategy is working as planned. This is an important step in our efforts to create an initial platform of users by focusing on a select few European countries, of which Germany is one of the most important. This news supports our continued efforts to establish EDOR testing of patients in day-to-day clinical practice at a number of psychiatric clinics and hospital organisations in large metropolitan areas in Europe. Their positive experiences will help us spread the method to more and more psychiatric clinics around Europe. This is the way Emotra has to work the health care market, given that our concept is so new and different in this area."

The company will now continue its focused efforts with our mix of marketing activities, including a growing number of scientific collaborations. We will be arranging seminars in a number of European cities and are in the process of writing a number of scientific papers, among them our EUDOR-A article.

For further information about the Company, please contact:

Claes Holmberg, CEO, telephone: +46 708 25 45 47, E-mail: claes@emotra.se

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.