



Newsletter from Emotra AB (publ)

Göteborg, November 23, 2018

Emotra: Psychiatric hospital in London gets started

As Emotra announced in a press release on November 16, a letter of intent has been signed with a London-based psychiatric hospital. The agreement will allow the hospital to evaluate EDOR® in clinical practice for a limited period of time. This evaluation was commenced in the past few days with the training of the physicians and test leaders involved. Last Wednesday, EDOR was also presented to the board of directors of the company that owns this London hospital. The evaluation that is now in the starting blocks could potentially open the door to other hospitals owned and run by this company.

In the past few months, Emotra has been engaged in very constructive meetings with psychiatric hospitals in London and Paris. These discussions have provided us with valuable insights on our most suitable target market as well as how to communicate with and work that market in this early market launch phase. Our efforts have been facilitated by further positive scientific documentation of the method over the past year.

To begin with, an aggregation of the results from previous blind studies has demonstrated that the suicide risk is 25 times higher among hyporeactive patients, and Lars-Håkan Thorell has furthermore succeeded in verifying a well-documented biological explanatory model for hyporeactivity and its connection to suicide risk. The fact that we can now, in biological terms, explain the cause of hyporeactivity is a very strong selling point when dealing with caregivers.

As we have previously stated, Emotra's strategy is to focus its marketing efforts on major metropolitan areas in Europe, which seems to be working well for us. Emotra will now be working closely with our first customers during their trial periods, while at the same time continuing our marketing efforts with new clients.

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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 mental health. The Company's method, EDOR®, is a proprietary and objective psychophysiological test for detecting if patients suffering from depression are hyporeactive.

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