

Newsletter from Emotra AB (publ)  
Göteborg, April 4, 2016

## Article in Laika

**Emotra has commissioned Laika to write an article about the Company.**

The article was published on the business news site Privataaffärer.se. We have translated the article and inserted it below.

Direct link to the article: <http://www.investerarbrevet.se/pages/1515>

## Emotra is well prepared for its product launch



*“Our foremost strength is the alliance we have built with nearly 20 foreign clinics. They will be invaluable to us when we are ready for our market launch,” says Claes Holmberg, CEO of Emotra.*

**Published on April 1, 2016**

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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.



**The medical device company Emotra is “all systems go” for its planned product launch next year. The company’s CEO Claes Holmberg emphasises the collaborations Emotra has developed with a number of European clinics. This means that there is an established demand from the very beginning for the technology that Emotra has developed. If potential EU funding is also secured, we will be able to further streamline our operations.**

“Our foremost strength is the alliance we have built with nearly 20 foreign clinics. These alliances will be invaluable to us when we are ready for our market launch next year,” says Claes Holmberg, and emphasises the fact that these clinics would not have chosen to collaborate with Emotra if they didn’t believe in the product.

“They’re the best marketing we can get,” he continues.

Claes Holmberg also points out that the market launch preparations are going as planned. The first stage of the company’s study has recently been completed. The study encompassed more than 1,500 patients in ten European countries and the results are expected to confirm the accuracy of Emotra’s developed technology. Emotra has developed EDOR™, a clinical testing method and product, which uses a scientific approach to determine whether a person is at risk of committing suicide (see fact box). Several of the clinics that Emotra collaborates with are involved in this study, which means that they are already well-versed in how the product works. Emotra also has a collaboration agreement with the European Psychiatric Association – Suicide Section (EPA-SS), who were involved in the development of the study. EDOR™ is also gaining more and more attention abroad and a growing number of seminars about the method are being arranged in connection with large, international scientific conferences.

“In our next stage, we will follow up the patients we tested in the first stage of the study. This stage will take twelve months, so we are planning on being ready for our product launch in spring 2017,” says Holmberg, who points out that smaller, previously conducted studies have confirmed the method’s accuracy.

#### **Financial support from the EU to finance new studies**

In January of this year, Emotra received another approval that can be very significant for its future. Within the parameters of the EU’s Horizon 2020 program – a program that provides financial support to innovative enterprises – Emotra has been granted an initial 50,000 euros in funding. This means that the company is qualified to apply for an additional grant next autumn to the amount of 2.5 million euros (appr. 23 million SEK). Such a grant would be given to finance a study to map suicide risks among young people, especially teenagers.

“Teenage suicide is an enormous problem all around the world and we need to do everything in our power to prevent it. With this several million euro EU grant we can speed up our efforts to that end,” says Holmberg, who points out that Europe is the company’s primary market.

“But our next ventures will be the USA and Japan,” he continues.

EDOR™ has been CE-marking approved since 2014 and Emotra has received Swedish patent and trademark protection for the EDOR™ apparatus until 2033. However, Holmberg states that the company’s most unique

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component and most guarded secret is the software they have developed to analyse and process the test results. Emotra has chosen not to seek patent protection for this, as it would increase the risk of unwanted disclosure.

Emotra's share is listed on AktieTorget. In October last year, the company carried out a new share issue that gave it a cash injection of nearly 11 million SEK. Since Emotra is deliberately operating on a very lean budget, these additional funds will be sufficient to fully finance the next stage of the study. According to Claes Holmberg, the company's liquidity until the product launch is secured. The company's plan is to be in the black within two years from start of sales.

#### **Facts about Emotra**

*The technology that Emotra has developed is in the shape of an apparatus, EDOR™, that is used to detect hyporeactivity in a patient. The possibility of identifying at an early stage those patients who are at risk of committing suicide is essential for our ability to prescribe preventive measures in good time. EDOR™ tests a patient's reactivity by measuring the emission of brain signals that open the skin's sweat pores in reaction to repeated audio signals. Since sweat conducts electricity, this response can be easily measured. Hyporeactivity is a type of neuropsychological disorder that causes a clearly diminished ability to react with curiosity to certain stimuli from the outside world, e.g. repeated, and initially unexpected, events. Previous measurements have shown a strong relationship between hyporeactivity and a risk of attempting suicide. Earlier studies have shown that up to 97 percent of depressed people who later committed suicide had been hyporeactive. A Swedish-German study on a total of 783 patients has confirmed these previous findings. The suicide rate among depressed patients who were not hyporeactive is a mere 2 percent.*

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