

Newsletter from Emotra AB (publ)

Göteborg, September 2, 2016

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/1947>

New ventures in the fight against suicide



Published on September 1, 2016

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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This medical device company is gearing up its strategy, building a network of researchers and care providers all around Europe. By spreading knowledge at an early stage about the product they have developed, Emotra plans to achieve rapid market growth once their product is launched.

A possible EU grant can also boost their operations.

“We will be collaborating with researchers in our product launch. We will sell it, while the researchers and clinics will be responsible for spreading information about it and training customers on how and when to use it”, says Claes Holmberg, CEO of Emotra AB.

The product he is talking about is the EDOR method, a medical device and its accompanying analysis system. This method is assumed to be able to determine whether a depressed patient is at risk of attempting suicide (see box). The goal is to identify those patients who are at risk, so that preventive measures can be initiated. To aid them in their intensified market launch preparations this autumn, Emotra has been granted EU-wide trademark protection for the name EDOR®.

Networking focus

Emotra recently completed the testing phase of their comprehensive study—called EUDOR-A—which comprises more than 1,500 patients. The final study results are expected in March 2017, but Emotra is already hard at work expanding their network.

“We will continue to work with the clinics that participated in our latest study. Counting the clinics we already collaborated with, our network now encompasses about 20 clinics and more than 50 researchers. But the total amount of researchers we will collaborate with could soon be about 100”, Holmberg states.

Our strategy is to make EDOR an established concept at clinics all around Europe before the actual market launch of our product.

“This way, when we do launch our product next year, the demand will be there,” Holmberg says.

Holding international meetings

Emotra’s networking efforts will be turned up a few notches this autumn. At the beginning of September, Emotra will be participating in a symposium in Oviedo, Spain, where a number of presentations and workshops about Edor will be held.

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Furthermore, Emotra will be holding two meetings arranged by the company itself. One of these meetings will focus on suicide among youth. Emotra's ambition is to initiate a new study next year, EUDOR-Y, on suicide among young people, and how we can fight it.

"At these meetings, we will be presenting EDOR in the hope that researchers will understand the possibilities our product provides. Suicide among young people is an enormous problem that is also on the rise. Everyone agrees that we need to do all we can to stop this development," Holmberg says.

Chance of a multi-million grant

In October, Emotra will be submitting an application to the EU for a grant amounting to approximately 25 million SEK. This grant is within the framework of the EU's Horizon 2020 program. If they are awarded the grant, it will help finance both their EUDOR-Y study and the further development of their product. This latter project includes the creation of the global communication platform EDOR Interconnect. The EU will be communicating their decision early next year. If it is in Emotra's favour, they expect to commence their EUDOR-Y study in the middle of 2017.

"Even if this possible EU support would be a veritable shot in the arm, we must emphasise that everything is already proceeding according to both our strategy and timetable," Holmberg says.

The plan is to start sales of EDOR during the first half of 2017. In other words, soon after publication of Emotra's latest research findings.

"Naturally, we cannot know now what the study results will be. But since previous studies have shown a high accuracy, and, considering the fact that the clinical data in EUDOR-A has been shown to be scientifically sound, we have high hopes on the final results," Claes Holmberg says, while pointing out that the company's goal is to achieve rapid market growth during the first two years of sales.

Europe is the primary market

In the first phase, Emotra will be focusing on the European market. Moving on, they view both the USA and Japan as two markets with enormous potential. The company expects to be in the black a couple of years after launching their product, around 2019–2020. According to Claes Holmberg, Emotra's liquidity until start of sales has already been secured. Their plan is to initiate a financing round for the international product launch once the results of their EUDOR-A have been published. Emotra's shares are traded on Aktietorget. The company's latest new share issue, carried out last year, brought in approximately 11 million SEK.

Facts

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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 per cent 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.

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

Read more about the Company [here](#).

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