



Newsletter from Emotra AB (publ)
Göteborg, July 28, 2017

Emotra announces the appointment of Daniel Poté as Marketing Manager

Emotra AB ("Emotra") has previously announced that the Company, as a first step in the build-up of its international marketing organisation, is recruiting a Marketing Manager. Emotra is pleased to announce that we have now employed Daniel Poté as our Marketing Manager. Mr Poté comes to us from the position as Global Product Manager at the medical device company Vitrolife AB.

As a first step in the establishment of our international marketing department, we have recruited Daniel Poté as our Marketing Manager. As our Marketing Manager, he will be responsible for developing and implementing the Company's marketing and sales strategy. He will also be a part of our management team. The position as Marketing Manager includes responsibility for marketing against, training of, sales to, and communication with psychiatric specialist clinics in Europe, collaboration with important international organisations, responsibility for the build-up of an international marketing organisation and handling of the Company's market communications.

Daniel Poté has a solid background in international marketing of medical devices. He has previously worked with marketing on a manager level at Nobel Biocare, Haemochrom Diagnostica GmbH and other companies. Mr Poté joined Vitrolife AB in 2009. His area of responsibility there has consistently concerned international marketing activities. In his role as a global product manager at Vitrolife, he has been directly responsible for the majority of that company's international new product launches. He has ample experience of using informational and training activities as an instrument for securing new customers and sales on an international market.

Comments from Claes Holmberg, Emotra's CEO

"We are very pleased that Daniel Poté chose to accept our offer of the position as Marketing Manager at Emotra and we are confident that he will provide both the Company and EDOR® with valuable experience and solid marketing know-how. We saw a large number of very qualified applicants for this position, but we never doubted that Daniel Poté was the candidate who best fulfilled our requirements. We are looking forward to working with him on this new adventure," Emotra's CEO, Claes Holmberg states. "Daniel Poté will be a very valuable asset for the Company as Emotra shifts from exclusively focusing on R&D and clinical studies to mainly focusing on commercial operations," Claes Holmberg ends.

EDOR® will be launched through comprehensive training sessions in a number of European countries. At least 12 training sessions will be held in 2017 and this number is expected to increase significantly in 2018.

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.

Emotra AB (publ), Göteborgsvägen 74, SE-433 63 Sävedalen, Sweden
Tel: +46 708 25 45 47, www.emotra.se