



Newsletter from Emotra AB (publ)

Göteborg, July 5, 2018

## Emotra focuses on Europe's largest cities

As we notified in a previous newsletter and our annual report, Emotra has changed its market introduction strategy for EDOR®. In the first and second quarter of 2018, we have been working the markets more directly and with a greater geographical focus. Given the company's resources and previous experience, we have chosen to focus our efforts on a limited number of major European cities. These cities feature a high density of clinics with both open and closed wards that diagnose and treat patient groups that are relevant for testing with EDOR®. The psychiatrists, psychologists and therapists affiliated with these clinics often participate in local networks through which information and experiences of new methods and developments are shared. Emotra's activities are aimed at establishing a first platform of users within these networks, which by and by will allow the company to achieve a wider clinical use.

**Daniel Poté, our Marketing Manager, has the following to say about this approach:**

*"We have been in touch with several clinic representatives in a number of major European cities since we started in the middle of January. As expected, only a few of them are willing to dedicate time to studying publications about new technologies for assessing suicide risk. However, the response from those who have agreed to meet with us has been positive and they have understood the importance of hyporeactivity as a biomarker for identifying patients with a high suicide risk. They understand and see the advantages of combining the data from EDOR® tests with the information they collect in their own clinical interviews, through which they map a patient's clinical condition and social situation. In their feedback, they often include an opinion that our method is based on a solid scientific foundation. We are now engaged in continued discussions aimed at implementing the method at a number of these clinics.*

*With that said, the challenge of creating the right conditions for a successful commercialisation remains. This will require continued focus and resilience in our efforts to get representatives of psychiatric clinics to integrate a new method in their suicide risk-assessment processes. Our experience so far has shown that the sales process follows a normal development cycle, with a space of two to six months from the first meeting to an implementation decision."*

**Claes Holmberg, Emotra's CEO, states:**

*"At the end of last year we announced that we were going to change our marketing method from our previous approach. We started implementing the new strategy in January and have since then been working hard to create an interest in the method in a number of European cities. Our efforts during the spring have progressed as planned. The biggest difference compared with our old approach is that we now meet with individual clinics and hold a short presentation of the method, the clinical*

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*studies, the conclusions that can be drawn from the study results, and how EDOR® test data can be used as an important component in clinical practice when assessing a patient's condition and suicide risk. Today, we are completely focused on getting started with our first clinics in some of Europe's most important cities. The high density in these cities makes it possible for a small organisation to cover many of the clinics with large and relevant patient groups as well as to leverage the local networks that are available. Furthermore, innovations often spread from such cities and networks to the rest of the country.*

*Considering the response we have seen, I see no reason why we should not be able to establish a number of psychiatric clinics that will lead the way and work as examples for other clinics."*

We have further developed the company's web site during the spring and will continue to do so in the autumn. Our web site is now to a greater extent aimed at customers who will be buying and using EDOR®. In all of our communications with potential customers, Emotra now uses the structured description that we developed in the autumn of 2017. This description includes the company's EDOR® method, the research which the method is based on, and the method's results and value in clinical practice. In parallel with our efforts to contact and visit clinics in different, large European metropolitan areas, we conduct local seminars in collaboration with clinics that already have experience of using the EDOR® method. One change is that Emotra is now responsible for arranging these training seminars.

In our R&D operations, our efforts to make analyses of the test results computer-based continue. Our goal is to make the vast majority of these analyses computer-based and that manual calculation will be required only as a complement in exceptional cases. A number of important research projects are ongoing and we will be reporting on them in the future. Among these is the article from our completed multi-centre study, EUDOR-A. This manuscript is now being compiled by a group of researchers who participated in the study.

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